

Coca-Cola HBC Hungary Kft in Health and Wellness (Hungary)

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Abstracts

Coca-Cola's goal is to strengthen its position as the largest supplier of HW soft drinks in Hungary through innovative, ubiquitous ATL and BTL marketing for its traditionally high-quality and well-known carbonate brands. Coca-Cola will continue to prevent any potential loss in its base of health-conscious consumers by expanding its portfolio with better for you, reduced sugar and sugar free variants of its soft drinks. The company is focusing on launching innovations in the form of zero sugar br...

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