

# Coca-Cola HBC Italia Srl in Soft Drinks (Italy)

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## Abstracts

Coca-Cola HBC Italia Srl's world-renowned brands will remain its most important competitive advantages within the Italian soft drinks market. The company is likely to continue to invest in brand-building marketing programmes across its diverse product portfolio to increase consumer loyalty to its brands. Its main strategy is expected to be ensuring consumers' loyalty by involving young consumers with digital marketing campaigns, taking advantage of the increasing popularity of social networks...

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