

# Coca-Cola Indústrias Ltda in Soft Drinks (Brazil)

<https://marketpublishers.com/r/C2B1AE021ECEN.html>

Date: February 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C2B1AE021ECEN

## Abstracts

Coca-Cola Indústrias continues to invest in added-value soft drinks as a strategy to overcome carbonates' slow performance. Superfruit juices under Del Valle Reserva are one example of this strategy, along with the facelift and repositioning of Leão Fuze in RTD tea. Through advertising and other marketing campaigns, the company restates the concept of happiness and wellbeing, associating the consumption of its products with inclusion.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Coca-Cola Indústrias Ltda: Key Facts

Summary 2 Coca-Cola Indústrias Ltda: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Coca-Cola Indústrias Ltda: Competitive Position 2014

## I would like to order

Product name: Coca-Cola Indústrias Ltda in Soft Drinks (Brazil)

Product link: <https://marketpublishers.com/r/C2B1AE021ECEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C2B1AE021ECEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970