

CoGeDi International SpA in Soft Drinks (Italy)

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Abstracts

CoGeDi International SpA is aiming to maintain its positions in the categories in which it is present (bottled water, juice, RTD tea), through continued investment in R&D and innovation. The company is also looking to invest in health and wellness products, as wellbeing represents an important trend in Italy, while also focusing on issues related to sustainability. The company is also seeking to expand its coverage abroad and increase export activities.

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