

Danone de México SA de CV in Soft Drinks (Mexico)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Danone de México is primarily a leading company within dairy products. Its importance in soft drinks derives from its strong position in bottled water, where its successful Bonafont brand leads the category in total volume terms. Under the slogan “El agua ligera” (light water), the company has enjoyed a leading position among branded waters for years and has managed to add to its portfolio. Due to this portfolio expansion, the slogan for all Bonafont products was changed to “Bebidas saludables”

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

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