

Danone France SA in Soft Drinks (France)

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Date: September 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D2E288F2772EN

Abstracts

Danone France focused its efforts on its premium bottled water brands including Evian and Volvic. Bottled water is a challenging category in which to add value with considerable private label pressure in mature categories and competition from cheaper local brands. Therefore, a focus on origin of natural mineral water brands, such as Evian and Volvic, offers potential to support growth and defend against competition from distilled water products. Moreover, Danone has been responding to public...

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