

Danone Waters Deutschland GmbH in Soft Drinks (Germany)

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Abstracts

Danone Waters Deutschland GmbH is the second biggest player in bottled water in Germany. The company offers different brands within bottled water, including Volvic and Evian. Its main strategy is to focus on its core brands, using intensive marketing activities such as the famous television spots for Evian. The company also puts great emphasis on sustainability.

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