

Dansa Foods Ltd in Soft Drinks (Nigeria)

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Abstracts

Dansa Foods, backed by its parent, the powerful Dangote Group of Companies, aims to be a leading player in the juice, bottled water and carbonates categories in Nigeria, Africa and beyond. It aims to continue to increase its share in the market through a range of brands which meet the needs of a broad consumer base. In a bid to broaden its consumer base, the company wants to introduce more economy brands to suit those on lower incomes or consumers who are more price-sensitive.

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