

Eckes-Granini Group GmbH in Soft Drinks (World)

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Abstracts

This report gives an overview of Eckes-Granini Group GmbH's performance in soft drinks. This major European juice producer is going through turbulent times, as consumers steer away from high sugar content products, affecting overall growth prospects. In the report, we outline the actions company has taken to ensure sales stability, and suggest further steps to be taken to attract health conscious, active consumers, and reinforce its market position.

Euromonitor International's Eckes-Granini Group GmbH in Soft Drinks (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Soft Drinks industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

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Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Scope of the Report
Introduction
State of Play
Exposure to Future Growth
Competitive Positioning
Juice
Liquid Concentrates
Non-Cola Carbonates
Key Findings
Appendix

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