

# Embotelladora Latinoamericana SA in Soft Drinks (Chile)

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## Abstracts

ELSA is one of the leading manufacturers of B-brands and private label. Its main challenge is to maintain its sales level once the economic crisis abates. The company has worked to improve its product portfolio, and is looking to introduce healthier products, which will enable it to offset the effects of economic cycles. During 2011, the national economic prosecutor along with manufacturers of B-brands, such as ELSA, filed a lawsuit in the competition tribunal against Coca-Cola Bottlers and...

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

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