

# FEMSA (Fomento Economico Mexicano SA de CV) in Health and Wellness (Colombia)

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## Abstracts

FEMSA (Fomento Economico Mexicano SA de CV) was the leading player in HW beverages and ranked first within HW soft drinks in 2016. The company is aware of shifts in preferences within soft drinks, and thus has moved to new product developments in categories other than carbonates, including RTD tea with Fuze and juice with Del Valle.

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## Contents

Strategic Direction

Key Facts

Summary 1 FEMSA (Fomento Economico Mexicano SA de CV): Key Facts

Summary 2 FEMSA (Fomento Economico Mexicano SA de CV): Operational

Indicators

Competitive Positioning

Summary 3 Fomento Economico Mexicano FEMSA: Competitive Position 2016

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