

Friesland Foods België NV in Soft Drinks (Belgium)

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Abstracts

The challenging economic climate in Belgium led Friesland Foods België to face the increasing competition of private label products within fruit/vegetable juice at the end of the review period. Such a situation resulted in price pressure as consumers did not hesitate to switch from branded products to private label alternatives. In order to increase brand loyalty Friesland Foods België is expected to strengthen its position by moving on to more sustainable packaging such as brick liquid cartons...

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