

FrieslandCampina Belgium NV in Soft Drinks (Belgium)

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Abstracts

The challenging economic climate in Belgium meant that FrieslandCampina Belgium NV faced increasing competition from private label within the juice category during the review period. This situation resulted in price pressure on the company as consumers switched from branded products to private label. However, FrieslandCampina Belgium's switch towards more sustainable packaging, such as brick liquid cartons for its Appelsientje brand, is helping the company to strengthen its position, supported...

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