

Fructus doo in Hot Drinks (Serbia)

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Abstracts

Over the forecast period Fructus will work to maintain its leading position in tea in Serbia by adding higher quality products to its portfolio and expanding its distribution network. The company will also introduce more exotic product types and flavour variants, and adopt more modern and eye-catching packaging designs to emphasise the quality of its brands.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

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