

García Carrión SA, J in Soft Drinks (Spain)

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Abstracts

J Garcia Carrion aims to remain the leading branded player in juice, maintaining its strong advantage over its branded competitors and attracting price-conscious consumers to the detriment of private label, due to its aggressive pricing policies. It is also committed to continue to lead the way in innovation, which will allow it to strengthen its position in categories such as juice drinks (up to 24% juice) or not from concentrate 100% juice, where it focused most of its new product...

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