

Gerolsteiner Brunnen GmbH & Co KG in Health and Wellness (Germany)

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Abstracts

Gerolsteiner Brunnen is set to target younger health-conscious consumers with strong marketing seeking for a modern image at the start of the forecast period, with the company set to promote its one litre PET bottles as convenient for on-the-go consumption. The company will continue to benefit from offering a wide range of bottled water, in addition to its quality and healthy image, thanks to a high magnesium content. The company is thus likely to benefit from the health and wellness trend,...

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