

Grand Prom ad in Hot Drinks (Serbia)

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Abstracts

Grand Prom's key goal is to remain the leader in the Serbian coffee category by offering the most popular standard fresh coffee brand, Grand but also by expanding its business into other coffee categories, such as instant coffee as well as fresh coffee for espresso machines. It is also expected to maintain its leading position thanks to having the best distribution network in the country.

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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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July 2013

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