

Grupo Jumex SA de CV in Soft Drinks (Mexico)

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Abstracts

The company has operated in Mexico since its foundation in 1962 and its name is synonymous with a range of fruit/vegetable products, including 100% juice, nectars and juice drinks. Jumex's strategy is to link strongly with its consumers by promoting its juices to be present at any family gathering. Jumex also signed agreements with a number of large international companies over the review period, including PepsiCo Inc, to help expand its distribution and extend its product portfolio.

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Contents

Strategic Direction

Key Facts

Summary 1 Grupo Jumex SA de CV: Key Facts

Summary 2 Grupo Jumex SA de CV: Operational Indicators

Competitive Positioning

Summary 3 Grupo Jumex SA de CV: Competitive Position 2016

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