

Hangzhou Wahaha Group Co Ltd in Soft Drinks (China)

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Abstracts

Wahaha faces a slowdown in growth because the size of its product range limits the resources available to support each brand. The company plans to reduce the pace of portfolio expansion over the forecast period and focus more on middle-to-high-end products in efforts to achieve higher profit margins. For example, the company launched the premium still bottle water brand Oxygen in 2014.

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