

Hangzhou Wahaha Group in Soft Drinks (China)

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Abstracts

Wahaha aims to expand to become a world top 500 company, planning to march into the global market with diversified development and reaching an annual sales value of RMB100 billion before 2017. Relying on the newly established Wahaha research institute, Wahaha will also bring in the most advanced antibacterial technology to develop health food and beverages. In order to increase profits, Wahaha will focus on producing beverages which have functional effects. Furthermore Wahaha is investing in...

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Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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