

Healthy People NV in Soft Drinks (Netherlands)

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Abstracts

Healthy People is a niche company that has gained distribution at major supermarkets and other channels. Growth is the major goal of the company; it aims to achieve this through the further development of products containing superfruits and other speciality fruit-based drinks such as smoothies, RTD tea with fruit and other innovative fruit-based drinks such as alcohol free cocktails for the on-trade channel. The company wants to be seen as a frontrunner in terms of fruit-based health and...

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

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