

Healthy Water JSC in Soft Drinks (Georgia)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H387D34EB51EN

Abstracts

The main strategic direction of Healthy Water JSC is the expansion of its share as it struggles for leadership. The main competitor to Healthy Water JSC in bottled water is IDS Borjomi Georgia Ltd, with its world-famous Borjomi mineral water. The competition between these two players is very strong.

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Contents

Strategic Direction

Key Facts

Summary 1 Healthy Water JSC: Key Facts

Summary 2 Healthy Water JSC: Operational Indicators

Competitive Positioning

Summary 3 Healthy Water JSC: Competitive Position 2016

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