

Heineken Entreprise SAS in Alcoholic Drinks (France)

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Abstracts

Heineken Entreprise had to react to the competition in 2016, and seems to have done this well. Indeed, Brasseries Kronenbourg, its close challenger in beer, started to perform better over 2014/2015. However, Heineken Entreprise managed to widen the gap on Brasseries Kronenbourg in 2016, primarily thanks to the ongoing popularity of Desperados and the relative good health of its Heineken brand in the struggling standard lager category.

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