

Hell Energy Magyarország Kft in Health and Wellness (Hungary)

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Abstracts

Built around the concept of providing a wide variety of energy drinks the company is expected to continue to constantly innovate to prevent their products stagnating. The chip-tax, a hefty levy on energy drinks with a high taurine content, has also pushed manufacturers like Hell Energy to innovate. Since further product development and innovation in energy drinks remains limited, there has been a move towards other soft drinks, like RTD tea and flavoured bottled water, which sets the potential...

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