

Interfood Shareholding Co in Soft Drinks (Vietnam)

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Abstracts

Interfood Shareholding Co aims to become the leading manufacturer in the soft drinks industry. With the support of Kirin Holdings, Interfood Shareholding Co is likely to constantly invest in new product development to establish its stronger presence in the market. In addition, the company is expected to increase its level of marketing and advertising to build a diversified portfolio of strong brand names to enhance its value shares as well as to expand its consumer base.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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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Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

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