

José Aldao SA in Hot Drinks (Uruguay)

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Abstracts

Towards the end of the review period, José Aldao expanded its tea portfolio. The company is aiming to recover the leadership in sales it once had by competing in categories that are seeing more dynamic growth than black tea, an area which the company continues to dominate. This focus on broadening its range is expected to continue in the forecast period. Launches are notably likely to focus on fruit/herbal tea, where the company lacked a significant share at the end of the review period.

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