

Juver Alimentación SA in Soft Drinks (Spain)

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Abstracts

Juver Alimentacion is expected to take advantage of the improvement in the economic scenario by investing in new product development for retail and strengthening its position in the foodservice channel, where it led sales of nectars (25-99% juice) in 2015. The company is also expected to continue to implement its strategy of internationalisation, with its exports enjoying outstanding growth in the latter part of the review period.

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