

Kafea SA in Hot Drinks (Greece)

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Abstracts

The company will continue to invest in fresh ground coffee where it is present with the brand, Illy. New launches and promotional activities will be utilised to stimulate consumer interest. Investing in fresh ground coffee pods will also remain amongst the company's priorities.

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Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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

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