

Kampery Development Ltd in Hot Drinks (Hong Kong, China)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: K9B9D7E0613EN

Abstracts

Kampery Development Ltd will focus on expanding to overseas markets such as China with significantly greater potential, compared to mature hot drinks in Hong Kong. It will also focus on strengthening the health positioning of its brands and increasing its presence in the on-trade channel.

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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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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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