

# Kavoviny as in Hot Drinks (Czech Republic)

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## Abstracts

Kavoviny will focus on maintaining its value share in other hot drinks where it ranked second in 2016. However, it faces strengthening competition from international players and its key brands such as Vitakava are not as well promoted as the competition. The company will therefore increasingly focus on underscoring its long tradition, traditional recipes and local origin of products.

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