

Kraft Foods France SA in Hot Drinks (France)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: K76875D0194EN

Abstracts

Kraft Foods France SA aims to strengthen its position in France. In order to achieve this goal, the company is expected to continue to invest in product innovation and in particular advertising. While it will continue to regularly promote its coffee brands on television, it will also regularly sponsor sporting and film events to improve the image of its brands. Over the forecast period the company is expected to face rising competition from Nestlé France SA and Douwe Egberts France SA. These...

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