

Lactogal - Produtos Alimentares, SA in Soft Drinks (Portugal)

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Abstracts

Lactogal – Produtos Alimentares’ core market is dairy products. Therefore, soft drinks is not expected to be a priority for the company in terms of investments either for new product developments or in terms of advertising. Nevertheless, the company offers a wide range juice and of RTD flavours and may launch new flavours over the forecast period to meet demand for new tastes.

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