

Lebedyansky OAO in Health and Wellness (Russia)

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Abstracts

Lebedyansky is Russian division of PepsiCo Inc and is the leading fruit/vegetable juice producer in Russia. Moreover, it is one of the largest fruit/vegetable juice producers in the world. The aim of the company is to remain the key player in the category as well as to develop and launch new, innovative beverages, including those which comply with health and wellness standards.

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Contents

Strategic Direction

Key Facts

Summary 1 Lebedyansky OAO: Key Facts

Company Background

Competitive Positioning

Summary 2 Lebedyansky OAO: Competitive Position 2014

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