

Leão Júnior SA in Hot Drinks (Brazil)

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Abstracts

Leao Junior's main brand, Leao, continued to lead tea in Brazil with a 25% value share in 2016. It is perceived by consumers as a standard price-positioned brand. However, in the review period, the company intensively invested in leveraging a more premium image for its brand, mainly through the launch of high-end flavours and a new visual identity in packaging.

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