

Leroux SAS in Hot Drinks (France)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L6397B59328EN

Abstracts

Leroux SAS aims to maintain its second position within other plant-based hot drinks. While the launch of new products will likely be limited over the forecast period, the company is expected to continue to invest in communication to boost sales. The most important challenge Leroux SAS faces in the future is to maintain its sales, with chicory being perceived as an old-fashioned product.

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