

# Magyarvíz Kft in Soft Drinks (Hungary)

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## Abstracts

Magyarvíz is focusing on gaining a higher value share in bottled water with continuous product development and by following current trends to satisfy the needs of middle-earning consumers. The company recognised European trends early and concentrates on offering healthy, quality natural mineral bottled water with reduced mineral content. Thanks to its lower prices it has become one of the leading producers in bottled water. Magyarvíz continuously keeps its stable position between the leading pla...

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## Contents

Strategic Direction

Key Facts

Summary 1 Magyarvíz Kft: Key Facts

Summary 2 Magyarvíz Kft: Operational Indicators

Competitive Positioning

Summary 3 Magyarvíz Kft: Competitive Position 2016

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