

Manza Té SA in Hot Drinks (Costa Rica)

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Abstracts

Manza Té is expected to continue investing in improving its manufacturing process while gaining additional economies of scale savings over the forecast period, especially by expanding its presence in regional markets (including South America) where this player already found attractive export opportunities for its brand. Packaging innovations and additional functional herbal infusion launches are expected among this local player's further development over the forecast period, when local consumers...

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