

# Márka Kft in Soft Drinks (Hungary)

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## Abstracts

The brand of Márka that has the same name as the company is one of the oldest carbonates brands in Hungary with a long tradition. In the late 1990s the brand became outdated and less fashionable than international brands, but in recent years the company has made efforts to renew its brand and it has started to compete with the leading producers of carbonates. Beside its well-known carbonates products Márka stepped into other categories of soft drinks, such as juice and still RTD tea. By taking a...

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