

# Masafi Mineral Water Co in Health and Wellness (United Arab Emirates)

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## Abstracts

Masafi Mineral Water Co is expected to strengthen its position within health and wellness beverages in the UAE. Product innovation will help drive the company to increase its value share thanks to higher brand recognition and loyalty among consumers. In addition, its solid distribution network is expected to enable the company to further develop its presence within NH soft drinks. Constant marketing campaigns are expected to contribute to the company's performance in value terms in the UAE.

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