

Maspex Sp zoo in Soft Drinks (Poland)

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Abstracts

Flexibility will continue to be the main component of Maspex's strategic model. It will focus on introducing new and innovative products during the forecast period, monitoring the performance of its brands and opting to quickly withdraw a brand if it does not achieve sufficient sales.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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