

Materne-Confilux SA in Soft Drinks (Belgium)

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Abstracts

Materne-Confilux enjoys strong brand recognition in Belgium thanks to its high-end positioning within 100% juice. The use of PET bottles for its packaging, alongside its product positioning as naturally healthy enables the company to promote its environmental credentials. Materne-Confilux is expected to see its position within 100% juice strengthen as a result of the increasing consumer demand for natural products. Due to the maturity of the category and the growing presence of players within...

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