

# Mediate sro in Health and Wellness (Czech Republic)

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## Abstracts

Mediate aims to strengthen its position within HW tea in the Czech Republic. Its Apotheke brand is popular among Czech consumers and, with a wide distribution network and ongoing innovation, Apotheke products will attract more attention over the forecast period. Mediate has the potential to gain share within HW tea domestically and intends to invest in marketing campaigns to penetrate the neighbouring markets of Slovakia, Poland and Hungary.

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