

# Minski Zavod Bezalcoholnyh Napitkov ZAO (MZBN) in Soft Drinks (Belarus)

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## Abstracts

MZBN in the forecast period plans to compete effectively with its main competitor in bottled water and carbonates, Darida COOO. MZBN will focus on launching new carbonates, bottled water, juice drinks, RTD tea and energy drinks products in the mid-priced segment. It will also remain active in alcoholic drinks, namely in RTDs/high-strength premixes.

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.

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

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