

Mokate Czech sro in Hot Drinks (Czech Republic)

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Abstracts

Mokate Czech will attempt to increase its share in the Czech Republic by launching more innovative products. Its key focus will be tea, which has significant growth potential, and it will increasingly focus on selling to foodservice establishments. Mokate Czech neglected online social media advertising in the Czech language, as its tweets and updates were mostly available only in Polish in 2016, and so a stronger focus on social media is expected in the forecast period.

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