

Mondelez Deutschland GmbH in Hot Drinks (Germany)

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Abstracts

Mondelez Deutschland will continue to frequently launch new products in coffee pods to adapt to the evolution of this fast growing category and remain competitive. Only shortly after Mondelez had launched Jacobs Momente Nespresso-compatible capsules in June 2013, such capsules were also launched by some private label players. Mondelez is thus expected to re-focus on its own capsule system, Tassimo. The company is also expected to increase its range of fairtrade products in coffee and chocolate.

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Contents

Strategic Direction

Key Facts

Summary 1 Mondelez Deutschland GmbH: Key Facts

Company Background

Production

Summary 2 Mondelez Deutschland GmbH: Production Statistics 2013

Competitive Positioning

Summary 3 Mondelez Deutschland GmbH: Competitive Position 2013

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