

Multi-Cikoria Kft in Hot Drinks (Hungary)

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Abstracts

Over the forecast period, Multi-Cikoria will continue to invest in developing new products and improving the quality of its established ranges in order to strengthen its competitive position in other hot drinks. Most notably, the company aims to develop new health and wellness products. At the same time, the company will increase investment in marketing activities that emphasise its local origins and long tradition in Hungary.

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