

Multipak Ltd in Hot Drinks (Hong Kong, China)

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Abstracts

New product innovations are likely to be a focus for Multipak, as it concentrates on its green tea products. This is likely to erode the retail value share of rivals whose green tea products gained share over the review period, although growth will mostly come at the expense of other smaller companies.

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

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