

Multon ZAO in Soft Drinks (Russia)

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Abstracts

Multon ZAO, the leader in juice, plans to retain consumers by adapting its product portfolio to accommodate reduced purchasing power. As such, it will focus on offering new products with good price-quality ratios.

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Contents

Strategic Direction

Key Facts

Summary 1 Multon ZAO: Key Facts

Summary 2 Multon ZAO: Operational Indicators

Competitive Positioning

Summary 3 Multon ZAO: Competitive Position 2016

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