

Nestlé España SA (Grupo) in Hot Drinks (Spain)

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Date: July 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: NA03852F083EN

Abstracts

Despite being one of the leading companies in the hot drinks market, and after making great efforts to expand its Nespresso coffee pod division by opening new stores and reaching a total of 40 outlets in 2011, Nestlé España continues to be under pressure from competing brands. However, the company continues to innovate, strive for production efficiency and commit to sustainability, allowing the Swiss multinational to remain on the top of the ranking year to year.

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