

Nestlé France SA in Hot Drinks (France)

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Abstracts

Nestlé France SA aims to maintain its leading position in hot drinks. Over the forecast period the company's main efforts will be focused on the development of coffee pod machines and the extension of its range of fresh ground coffee pods. To maintain its leadership within this category, Nestlé France is expected to continue to invest heavily in television advertising. No major changes are expected in terms of price or distribution strategy. Compared to other brands available in grocery...

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