

Niyya Food & Drinks Co Ltd in Soft Drinks (Nigeria)

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Abstracts

Niyya Food & Drinks aims to continue to grow its shares in soft drinks by expanding its distribution within modern retail channels of supermarkets and hypermarkets, where it made strong gains during 2016 despite severe challenges caused by the economic recession. In time, its healthier offering of juice made from fresh fruit produced in Nigeria should gain better awareness in Nigeria.

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