

Olvi Oyj in Soft Drinks (Finland)

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Abstracts

Domestic Olvi has traditionally been a strong player in alcoholic drinks, whilst in terms of soft drinks it is more of a niche player. However, the company is paying attention to the soft drinks category, focusing on launching value-added and more progressive products in dynamic segments such as functional bottled water. The aim is to strengthen its competitiveness against main rivals Sinebrychoff and Hartwall, which are both owned by large multinational operators. Olvi will focus on launching...

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Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

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