

# Orangina Schweppes France SAS in Soft Drinks (France)

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## Abstracts

Orangina Schweppes France SAS aims to improve its position in the soft drinks market. While no major changes are expected in terms of price and distribution, the company should continue to invest heavily in advertising and product innovation, notably through the launch of new flavours under its brands Orangina Miss O! and Schweppes 0, but also its Orangina and Oasis brands.

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