

Orientis Groupe in Hot Drinks (France)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: O389F832220EN

Abstracts

Over the forecast period, Orientis Groupe has ambitious plans to increase its sales share in France. This domestic player announced it will open new stores and also invest in vending machines. This player is expected to maintain a presence in higher positioned mass distribution channels, like Monoprix. However, the company has a major challenge to overcome, as competitors increasingly copy its bestselling products due to their success. As a result, Orientis Groupe will probably need to put addit...

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