

# Osotspa Co Ltd in Soft Drinks (Thailand)

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## Abstracts

Having established one of the leading positions in Thai beverages for a number of years, Osotspa Co is set to strengthen its presence in other regions, especially in emerging markets such as Myanmar. At the same time, the company is expected to continue building its brands in the domestic market. Since Osotspa Co is positioned in the mature category of energy drinks, the company is expected to start widening its consumer base over the forecast period, such as through premiumisation or through la...

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