

Pagès SAS in Hot Drinks (France)

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Abstracts

Even if the production of private label products continues to represent an important part of the production of Pagès SAS over the forecast period, this domestic player that focuses on tea is expected to continue to invest in its own brands, notably through the development of new products positioned to be in line with evolving consumer needs. The company is also expected to emphasise its French production going forward, as interest in French-made products has been increasing in France since the...

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