

PepsiCo Deutschland GmbH in Soft Drinks (Germany)

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Abstracts

PepsiCo Deutschland GmbH is the second biggest player in carbonates in Germany. In carbonates, the company focuses on specialities like the brand Schwip Schwap, which is a very successful cola-orange mix. In juice, the company reacted to rising raw material prices in 2012 by reducing the juice content of its brand Punica from 50% to 30%. However, under Euromonitor International's juice classifications, the brand remains a nectar.

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