

PepsiCo do Brasil Ltda in Hot Drinks (Brazil)

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Abstracts

Ranked sixth in hot drinks in 2012, the company has a strong presence in other hot drinks, in particular in chocolate-based flavoured powder drinks under the Toddy brand. Competing for the same target audience as Nescau, the company often introduces novelties in terms of new formulas and packaging, including plastic jars and pouches. Currently, PepsiCo is focusing its investment mainly on its H2OH! and Kero-coco soft drinks brands.

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