

PepsiCo France SNC in Health and Wellness (France)

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Abstracts

Part of PepsiCo France SNC's strategy is the continuous expansion of its Tropicana brand with a high-end positioning in naturally healthy and fortified/functional beverages through the reference Tropicana Essentials. While its Pepsi brand is facing the structural decline of cola carbonates, the company is nevertheless expected to invest in its sugar free and stevia-based ranges Pepsi Max and Pepsi Next.

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