

PepsiCo India Holdings Pvt Ltd in Soft Drinks (India)

<https://marketpublishers.com/r/P4C65D023FCEN.html>

Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P4C65D023FCEN

Abstracts

PepsiCo India is one of the largest players in packaged foods and soft drinks in India. The holding became the new title sponsor of the Indian Premier League (IPL) for five seasons starting from 2013. This will surely help the company to gain an edge over its competition. PepsiCo also has plans to roll out its flagship juice Tropicana brand in a powder format, to compete directly with Tang and Rasna. The company has plans to leverage on Tropicana's global fruit expertise, and claims to have...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Soft Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

PEPSICO INDIA HOLDINGS PVT LTD IN SOFT DRINKS (INDIA)

Euromonitor International

July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Pepsico India Holdings Pvt Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Pepsico India Holdings Pvt Ltd: Competitive Position 2012

I would like to order

Product name: PepsiCo India Holdings Pvt Ltd in Soft Drinks (India)

Product link: <https://marketpublishers.com/r/P4C65D023FCEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P4C65D023FCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970