

# Postob??n SA in Soft Drinks (Colombia)

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## Abstracts

Traditionally Postob??n SA has been a firm orientated to soft drinks, being the only player present in all categories except concentrates and RTD coffee. The main strategy of the company relies on diversification and innovation to adjust to changing consumer habits. The most recent launch was Postob??n Stevia, the first non-cola carbonate sweetened with stevia.

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

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