

President Enterprises (China) Investment Co Ltd in Soft Drinks (China)

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Abstracts

President Enterprises will continue its multibrand strategy in soft drinks, with focus on a series of key new brands, such as Classmate Xiaoming in RTD tea, Sea Salt in juice and Lento in RTD coffee. Meanwhile, the company will continue to develop more innovative new products to meet consumers' changing needs.

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

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

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