

# Prilepska Pivarnica ad in Soft Drinks (Macedonia)

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## Abstracts

The strategic goal of Prilepska Pivarnica is to increase its sales domestically and regionally and expand its market presence. The company also aims to cement its partnerships with some of the major international soft drink manufacturers, most notably PepsiCo Inc, on behalf of which it manufactures soft drinks in Macedonia. Prilepska Pivarnica is set to maintain its focus on consolidating its brand portfolio consisting of juice and carbonates brands.

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, 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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