

Primo Schincariol Indústria de Cervejas e Refrigerantes SA in Soft Drinks (Brazil)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P2025667799EN

Abstracts

The soft drinks market represents around 30% of Primo Schincariol's net sales, and carbonates, bottled water and fruit/vegetable juice are the most representative products within the company's portfolio. After the acquisition of Primo Schincariol by Japanese group Kirin at the end of 2011, the company has heavily invested in advertising campaigns mainly to promote its beer brands; however, Kirin's carbonates are expected to be launched in Brazil in the short term.

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

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