

Promasidor Djazair in Hot Drinks (Algeria)

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Abstracts

Promasidor Djazair manufactures chocolate-based flavoured powder drinks, powder milk and powder concentrates. The company focuses on economy brands and targets middle- and low-income earners with value-for-money that is satisfying to consumers. This is the strategy that the company is adopting and in other hot drinks, Promasidor Djazair is expected to rapidly gain share from premium leaders with its variety of flavours and pack formats, at an affordable price.

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