

Royal Unibrew A/S in Soft Drinks (Denmark)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R5E8F52555EEN

Abstracts

Royal Unibrew will continue to seek to boost its value share in soft drinks in Denmark. The company will work to strengthen its brand portfolio through the continued promotion of existing brands and further product innovation. The main focus of innovation will be the continued increase in consumer demand for healthy and functional beverages. The distribution partnership with PepsiCo will also remain an important element of the company's overall strategy.

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