

## Rynkeby Foods HB in Soft Drinks (Sweden)

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### Abstracts

Rynkeby Foods will continue to promote its two big juice brands, God Morgon and Rynkeby, through product extensions. The company launched inter alia Rynkeby Fruit Drinks in three flavours in March 2016 and God Morgon Lemonade Pink Grape, to satisfy the fashionable lemonade trend. The company aims to maintain and even increase its share in concentrates with its Jo brand, which is available in small 200ml packs for single households. It will remain important to promote its brands by publishing rec...

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

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## Contents

Strategic Direction

Key Facts

Summary 1 Rynkeby Foods HB: Key Facts

Competitive Positioning

Summary 2 Rynkeby Foods HB: Competitive Position 2016

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