

Sabormex SA de CV in Hot Drinks (Mexico)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S2179B0AF5AEN

Abstracts

Sabormex's strategy is strongly focused on volume growth via expansion and brand acquisitions, especially since 2009, when the company acquired the Garat brand. Sabormex offers lower prices than many of its competitors, targeting lower and middle income groups, which account for the vast majority of the Mexican population.

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