

Sappe Plc in Soft Drinks (Thailand)

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Abstracts

Sappe has successfully received a warm welcome from investors following its registration on The Stock Exchange of Thailand. The company will concentrate on its three product pillars, including health and beauty drinks, juice and instant coffee under the key brands of Sappe Beauti Drink, Sappe Beauti Shot, St. Anna, Mogu Mogu and Preaw. Product innovation and integrated marketing strategies would be the key success factors helping Sappe to achieve greater sustainability in both the domestic and...

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

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