

# Sirmagrup Icecek San ve Tic AS in Soft Drinks (Turkey)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SFB207E8D7BEN

## Abstracts

Sirmagrup Icecek San ve Tic AS ranked second in bottled water at the end of the review period but strives to increase its share to gain the leading position over the forecast period. It is investing in increasing its production capacity and strengthening its distribution network. The company will continue to invest in new product development in order to increase its value share in bottled water. Belonging to Danone Groupe at GBO level since 2013, the company is likely to further increase its...

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