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Société Anonyme des Eaux Minérales d'Evian (SAEME) in Health and Wellness (France)

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Abstracts

Societe Anonyme des Eaux Minerales d'Evian (SAEME) will face strong competition from Neptune's popular and lower-priced brand Cristaline in bottled water in the forecast period. In order to tackle this challenge, the company will continue to invest strongly in advertising promoting its Evian brand, with an increasing focus on social media campaigns. Rather than competing on price, the company is likely to seek to add value, whether via small and innovative formats such as its Evian Baby 33cl...

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