

Société Anonyme des Eaux Minérales d'Evian (SAEME) in Soft Drinks (France)

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Abstracts

Societe Anonyme des Eaux Minerales d'Evian (SAEME) has to face many challenges in the short term. First, it has to better tackle the upsurge of Neptune and its road-roller brand Cristaline, which was both the cheapest and most popular brand in bottled water in France in 2015. The company is expected to continue to invest strongly in advertising, in particular to promote its Evian brand. Then, rather than fighting on price, SAEME should continue to favour added-value and small innovative formats...

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