

Société Nouvelle des Boissons Gazeuses in Soft Drinks (Tunisia)

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Abstracts

Société Nouvelle des Boissons Gazeuses is expected to continue to focus on targeting children for its Tropic juice brand, with the company increasingly seeking to engage children and parents online. In addition, the brand is also expected to continue to benefit from strong TV advertising support, with the company seeking to capitalise on dynamic growth in juice. Within carbonates the company may shift its focus from cola to non-cola carbonates, as consumers shift towards leading global brand Co...

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