

Sodastream Canada in Soft Drinks (Canada)

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Abstracts

The company's carbonation systems have largely underperformed and were overtaken by industry leaders PepsiCo and Coca-Cola. In addition, the rapid transformation of the beverage industry towards more natural ingredients and healthier formulas should open opportunities for SodaStream in Canada. This move is set to start with the introduction of the Splash system for carbonated/sparkling water.

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