

Spadel SA NV in Soft Drinks (Belgium)

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Abstracts

Having unified and rebranded all sub-brands of Spa under one umbrella, Spadel expects to increase visibility among consumers through its range of brands in bottled water, carbonates and juice. In 2015, the packaging, logo and communication were changed for the bottled water range and, in March 2016, the company will rebrand carbonates and juice. Through the motto “Spa. A la vie”, Spadel aims to target the full human lifecycle, from the first month of infancy.

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Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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