

Sun-Rype Products Ltd in Soft Drinks (Canada)

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Abstracts

The primary focus is to continue developing the FruitActiv juice line. A new addition in smoothies and the increased visibility of the brand will promote the health benefits on offer.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Strategic Direction

Key Facts

Summary 1 Sun-Rype Products Ltd: Key Facts

Competitive Positioning

Summary 2 Sun-Rype Products Ltd: Competitive Position 2016

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