

Suntory Holdings Ltd in Luxury Goods (Japan)

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Abstracts

Suntory Holdings is a domestic manufacturer and distributor of alcoholic drinks, including fine wines, champagne and spirits. In order to strengthen its profitability and ensure further sustainable growth, the company aims to increase the business opportunities in the Japanese market. The company will offer a range of products which offer new value in the RTD (ready-to-drink), non-alcoholic drinks and RTS (ready-to-serve) categories, whilst reinforcing the marketing activities of existing major...

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