

# Tchibo-Eduscho (Austria) GmbH in Hot Drinks (Austria)

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## Abstracts

Relying on the great popularity of its brands and its wide choice of products in fresh coffee, Tchibo-Eduscho is not expected to be responsible for any major innovations in the foreseeable future. The company will continue to benefit from its strong network of stores, as well as its extremely popular online platform, while also investing in marketing and advertising to maintain its leadership of the coffee category in Austria.

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