

Tchibo GmbH in Hot Drinks (Germany)

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Abstracts

Tchibo is a well-established coffee manufacturer in Germany which is expected to maintain and further strengthen its already solid position. The company will continue to profit from multi-channel distribution. In this regard, Tchibo will continue to benefit from its popular nationwide chain of stores while also offering its products on the shelves of the major retailers Edeka and Rewe. In addition, Tchibo is likely to see its online business grow to become an increasingly important revenue stream.

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