

# Tirta Alam Segar PT in Soft Drinks (Indonesia)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: TC62A93A876EN

### **Abstracts**

Tirta Alam Segar PT is expected to continue being active with new product launches in more soft drinks categories in Indonesia over the forecast period. The company's strategy will remain consistent, in terms of launching products at affordable pricing targeted at low- to mid-income consumers.

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