

Tropicana Looza Benelux in Soft Drinks (Belgium)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: TE09CEDBB9EEN

Abstracts

Tropicana Looza Benelux is expected to further expand its on-trade and off-trade sales of both the Tropicana and Looza brands. Although the juice category is relatively mature, with a declining trend, Tropicana Looza Benelux aims to remain dynamic thanks to the support it receives as a result of being owned by PepsiCo Inc.

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