

Tropicana UK Ltd in Soft Drinks (United Kingdom)

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Abstracts

Tropicana UK Ltd is expected to increase its marketing and promotions activity as well as strengthen its health positioning. This will be mainly achieved thanks to its newest product Trop50, its first juice product outside the “not from concentrate 100% juice” range, which added water content naturally reduces the amount of sugar in the drink. The company is hoping to attract more health-conscious consumers and differentiate itself further from its key competitor, Innocent Drinks Co Ltd.

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