

United Soft Drinks BV in Soft Drinks (Netherlands)

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Abstracts

United Soft Drinks BV has a leading brand in sports drinks with AA. As AA will face fierce competition from other brands within sports drinks, especially in retail, United Soft Drinks will try to sustain its leading position in the declining sports drinks category. The company also has a strong position in bottled water, which offers a more positive outlook. United Soft Drinks will invest in the development of its Bar-le-Duc bottled water brand. The company followed Spadel with the launch of its...

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