

Ustronianska Sp zoo in Soft Drinks (Poland)

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Abstracts

Ustronianska's strategy is expected to focus on innovation in the forecast period, particularly within functional soft drinks. The company plans to further expand its preservative-free soft drinks range and also to expand its range of functional bottled water. The company also plans to launch reduced sugar soft drinks, with stevia-sweetened drinks likely to see some new product development. The company aims to capitalise on consumers' shift towards healthier food and beverages.

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