

Varska Vesi AS in Soft Drinks (Estonia)

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Abstracts

Varska Vesi's main focus is expected to be on maintaining its leading position within Estonian natural mineral water in the forecast period. The company's long-term aim is, meanwhile, to become the leading bottled water player in the Baltic region. The company plans to continue to invest in expanding production despite a limited consumer base in Estonia and aims to improve its share of on-trade sales in the country. In addition, the company hopes to expand its export activities.

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