

Va?va? SAS in Soft Drinks (France)

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Abstracts

Va?va? is looking to further develop its namesake brand in the new and highly dynamic coconut and other plant waters category. With consumers looking for new exotic flavours, the company will focus on increasing awareness through stronger retail distribution and marketing and advertising activities.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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