

Vöslauer Mineralwasser AG in Health and Wellness (Austria)

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Date: April 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: V7F76E8D755EN

Abstracts

Voslauer Mineralwasser is expected to continue to benefit from strong new product development, with January 2016 for example seeing it launch reduced sugar Voslauer Balance in a mango peach flavour. The company will also continue to benefit from its premium positioning and Austrian heritage, with these factors attracting many consumers. Sienna Miller appears set to remain Voslauer's brand ambassador at the start of the forecast period, with March 2016 notably seeing the brand launch yoga-themed...

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