

## Zbyszko Co Sp zoo in Soft Drinks (Poland)

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### Abstracts

Zbyszko already benefits from a well-established position in carbonates but aims to strengthen its position in juice drinks and RTD tea in the forecast period, focusing on offering soft drinks produced without preservatives. The company also plans to focus on innovations, with the company's range likely to increasingly feature natural sweetener stevia. The company is thus also likely to invest in new production technology and equipment in the forecast period.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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