

Zest-O Corp in Soft Drinks (Philippines)

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Abstracts

Following an agreement signed between Zest-O Corp and Macay Holdings Inc during the second half of 2015, Zest-O Corp is not expected to impede the product development efforts of Macay Holdings. This means that even if the product developed by Macay competes with that of Zest-O Corp's current product line, Zest-O Corp should not impede its progress. This agreement is set to boost the soft drink businesses of each company, especially since the possibility of a merger is already on the table.

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Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

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

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Contents

Strategic Direction

Key Facts

Summary 1 Zest-O Corp: Key Facts

Competitive Positioning

Summary 2 Zest-O Corp: Competitive Position 2016

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