

# Celsius Holdings Inc - Company Profile and SWOT Analysis

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## Abstracts

Celsius Holdings Inc - Company Profile and SWOT Analysis

### SUMMARY

Celsius Holdings Inc - Company Profile and SWOT Analysis, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

Celsius Holdings Inc (Celsius Holdings) is a manufacturer and marketer of nutritional functional foods, beverages, and dietary supplements. The company offers calorie burning beverages, diet and light beverages, protein bars, functional energy drink, liquid supplements, sports drinks, and water products. It markets products under the Celsius and FAST brand. Celsius Holdings uses various ingredients and supplements such as green tea extract, ginger, calcium, chromium and several vitamins and minerals for the production of nutritional and functional beverages. The company distributes its products through direct-store delivery distributors and directly to retailers, across various retail channels in the US, including supermarkets, health clubs, gyms, military, and e-commerce websites. It also sells products through the internet retailers Amazon.com and Walmart.com. The company promotes its products by campaigning through radio, local sampling events, magazines, sponsorships, endorsements, and digital advertising. Celsius Holdings is headquartered in Boca Raton, Florida, the US.

### SCOPE

Detailed information on Celsius Holdings Inc required for business and competitor intelligence needs

A study of the major internal and external factors affecting Celsius Holdings Inc in the form of a SWOT analysis

An in-depth view of the business model of Celsius Holdings Inc including a breakdown and examination of key business segments

Intelligence on Celsius Holdings Inc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Celsius Holdings Inc, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of Celsius Holdings Inc and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Celsius Holdings Inc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Celsius Holdings Inc's business structure, strategy and prospects.

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