

Adams Matkasse AS in Retailing (Norway)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A038D962A53EN

Abstracts

Adams Matkasse aims to continue its exponential growth from the last two years as it develops even further over the forecast period. This will be achieved via a continuation of its current business model, which involves delivering healthy food ingredients to consumers along with recipes and cooking instructions. The Norwegian appetite for this kind of service is growing as consumers become more attracted to the way it saves time and money as well as the variety it provides to people's diets.

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