

Atria Suomi Oy in Packaged Food (Finland)

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Abstracts

Atria Suomi is a strong player in Finland and supplies both the retail and foodservice industries with a large selection of meat products and ready meals. The company continues to focus on supplying high-quality packaged food products to the Finnish consumer food industry, rather than attempting to compete on price. New product developments form a central plank of the company's attempts to compete in the industry, not least due to the growing presence of private label. One major challenge for th...

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