

Bonavita spol sro in Health and Wellness (Czech Republic)

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Abstracts

Bonavita has the potential to increase its value share within HW breakfast cereals (mostly fortified/functional and naturally healthy varieties), NH high fibre biscuits and NH snack bars, over the forecast period. The company also offers organic breakfast cereals but its offer and sales are limited in the Czech Republic and the company sees more potential in sales of organic variants abroad. Bonavita is set to benefit from Czech consumers showing more loyalty to local companies. This loyalty sho...

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