

Cloetta AB in Consumer Health (Sweden)

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Date: March 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CB4838AE153EN

Abstracts

After the integration in 2012 of acquired company Leaf, Cloetta AB has worked with cost savings and efficiencies in order to achieve synergies. One production plant in Denmark was closed down and another in Gävle will follow in 2014. This organisational restructuring has moved the focus from Cloetta's core activities, although in 2013 the company once more started focusing on its main activities. Its long-term goal is to have organic growth that matches that of the overall market.

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