

# Danone Kft in Health and Wellness (Hungary)

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## Abstracts

Danone Kft is expected to take further steps in the future to strengthen its market-leading position in local health and wellness packaged food. The company is projected to remain a relevant innovator, developing new products in the naturally healthy, free from and fortified/functional packaged food categories. In order to call attention to its products, it will invest significant amounts in advertisement and promotion over the forecast period.

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