

Emmi AG in Health and Wellness (Switzerland)

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Abstracts

Emmi AG is considered the leading supplier of Swiss cheese worldwide. The company's successful strategy, which it intends to continue developing over the forecast period, is to heavily invest in its foreign operations, in order to gain retail value share abroad. Emmi's goal is to compensate for shrinking product margins and value shares domestically with increased distribution and sales abroad. Besides, it will continue to focus on its Swiss heritage and values, such as tradition and quality.

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