

# Flensted A/S in Packaged Food (Denmark)

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## Abstracts

Over the forecast period, Flensted will continue to focus on frozen processed potatoes, which the company will market as premium convenience products for busy families. Through a focus on more healthy, low-fat products, the company will also fight the image of frozen processed potatoes as unhealthy, low quality food.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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