

# Fynbo Foods A/S in Health and Wellness (Denmark)

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## Abstracts

Due to increasing consumer demand for products that contain less sugar, Fynbo Foods saw growth in health and wellness. Within this segment, Fynbo Foods owes its position to its Fynbo Light brand, which comes in five different flavours (strawberry, blackcurrant, raspberry-blueberry, apricot, and rose hip-apple-rhubarb), and to its wide selection of organic and Fair Trade jams. Fynbo Light products are sweetened with stevia and marketed as containing high fruit content. Over the forecast period,...

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