

# Granarolo SpA in Health and Wellness (Italy)

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## Abstracts

Granarolo is expected to continue to invest heavily in developing its health and wellness packaged food range in the forecast period. The company is keen to add value to its products and to differentiate its range from private label and low-priced competitors. The company is also well aware of a strong health and wellness trend among the ageing Italian population and is thus likely to tailor its new product development accordingly. In response to shifting consumer demand, the company is expected...

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