

Handl Tyrol GmbH in Packaged Food (Austria)

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Abstracts

One of the main strategies of the company in the future will be to strengthen its position in the domestic market. Handl Tyrol is likely to emphasise the Tyrolean origin of its products over the forecast period. The company is therefore expected to further benefit from the consumer preference for regional products. In addition, with a high export share of 60%, the company will also continue to focus on strengthening its export business. Over the forecast period, countries such as Germany, Italy,...

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