

Happy Planet Foods Inc in Health and Wellness (Canada)

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Abstracts

The company continues to focus on new product development in a wide array of categories, including fresh soup, lemonade and iced tea, and also on creating new flavours for its smoothie and juice products. Meanwhile, it has been paying particular attention to strengthening its positioning in health and wellness, through its organic and/or natural and fresh offerings.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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