

Hartwall Oy Ab in Soft Drinks (Finland)

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Abstracts

During the forecast period, Hartwall is expected to invest more in consumer research as it seeks to remain ahead of innovation in the Finnish soft drinks market and thereby become a pioneer in several categories, making its products and brands even more well-known among Finnish consumers. Hartwall is also expected to strengthen its position in on-trade sales by introducing new products via the on-trade channel.

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