

Hipp GmbH & Co Vertrieb KG in Packaged Food (Germany)

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Abstracts

Hipp GmbH & Co Vertrieb will continue to defend its reputation as the gold standard in baby food and baby care in Germany and in neighbouring countries. Therefore, the company will face tremendous challenges, on the one hand due to the declining demand for baby food in the context of low birth rates, and on the other hand, due to strong competition, especially from manufacturers with lower-priced products.

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