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Abstracts

Despite Austrian consumers' preference for domestic products, innocent Alps GmbH has established itself as a highly reputable, premium brand in Austria. The company has benefited very well from its pioneering role in chilled NH 100% juice during the review period, but it is expected to face increasing competition within this category over the forecast period. Nevertheless, if the company manages to retain its fresh image and innovative spirit, then it should remain a leading player within HW...

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