

Intersnack Magyarország Kft in Packaged Food (Hungary)

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Abstracts

Intersnack Magyarország has faced serious losses in sales due to the introduction of the public health tax in Hungary. Demand weakened in most categories, where Intersnack held significant market shares. The company therefore aims at expanding its export sales and developing healthier product variants, such as fruit and nut mixes that are considered to be healthy and are, therefore, increasingly popular amongst consumers. Intersnack Magyarország plans to increase its sales through product...

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