

Löfbergs Lila AB in Health and Wellness (Sweden)

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Abstracts

Over the forecast period, Lofbergs Lila will continue to launch new health-oriented tea and coffee products in Sweden, while also working to strengthen the distribution and promotion of its established health and wellness ranges. In particular, the company is expected to focus on expanding its fair trade and organic tea and coffee ranges in an effort to strengthen its eco-friendly and socially responsible credentials. At the same time, it will work to increase exports to international markets...

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Contents

LOFBERGS LILA AB IN HEALTH AND WELLNESS (SWEDEN)

Euromonitor International

August 2013

Strategic Direction

Key Facts

Summary 1 Lofbergs Lila AB: Key Facts

Summary 2 Lofbergs Lila AB: Operational Indicators 2009-2011

Company Background

Competitive Positioning

Summary 3 Lofbergs Lila AB: Competitive Position 2012

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