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Meira Oy in Hot Drinks (Finland)

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Abstracts

Meira Oy's strategy over the forecast period is to increase the share of the company's classic products, as well as reach new consumer groups. The company is also expected to focus on more premium and high-quality offerings. It aims to increase the share of Kulta Katriina by investing in fashionable packaging and marketing as well by widening the product portfolio. The company will also invest in research, transparency and improving its active dialogue with consumers and the media.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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