

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.

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