

Melitta Kaffee GmbH in Hot Drinks (Germany)

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Abstracts

Melitta is rapidly expanding into foreign markets in order to reduce its dependence on Germany, a market in which it is suffering from category saturation and therefore weak growth. It is also expanding its product range, which includes coffee and other product types, such as small and large coffee machines, vacuum cleaners, vacuum cleaner bags and even wallpaper. The company believes that its future lies in product range expansion and innovation.

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