

Molkerei Alois Müller GmbH & Co KG in Packaged Food (Germany)

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Abstracts

Molkerei Alois Müller GmbH & Co KG as one of the leading players in Germany regarding dairy products is expected to continue its strategic direction seen during the review period, over the forecast period as well. In the very competitive and mature category, it will try to counterbalance the strong price pressure and extreme competition (which is mainly caused by manufacturers of private label products and discounters) through innovative high-quality products on the one hand, which are...

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