

Mondelez Österreich GmbH in Packaged Food (Austria)

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Abstracts

Mondelez Österreich is anticipated to focus on improving the quality of its well-established brands such as Milka and Bensedorp in Austria in the coming years. Combining tradition and product innovation, the company is expected to continue to invest in research and the development of new products with innovative features and added benefits in packaged food. The company is also expected to focus on strong advertising activity to reinforce its leading position in confectionery and to achieve leader...

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