

Myllyn Paras Oy in Packaged Food (Finland)

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Abstracts

Myllyn Paras is set to continue responding to changing consumer needs by launching new mainstream products that offer a favourable price/quality ratio. The economic uncertainty that prevailed in Finland in the review period boosted the popularity of affordably priced products. In 2017, as the economic situation in Finland improved, the company's core product range saw more value-added innovation such as high-in-fibre and protein pasta, helping the Myllyn Paras brand to remain popular among Finni...

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