

# Nöm AG in Packaged Food (Austria)

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## Abstracts

Nöm is expected to further focus on improving its position by launching new products and innovations and by investing more in advertising support and to challenge the other major players in dairy. The company is also expected to invest in further expansion outside Austria. Its main exporting countries in 2017 were Italy and Germany – Italy became the larger export market in 2013 for the first time. Its focus in the future outside the Austrian market will thus be Italy as well as the 21 additiona...

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