

Niederösterreichische Milch Holding GmbH in Packaged Food (Austria)

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Abstracts

Niederösterreichische Milch Holding AG will continue focusing on adding value through innovation during the forecast period. As the Austrian dairy products market is largely mature and features rather strong competition, the company will ward off commoditisation over the forecast period and differentiate its range via innovation. The company will additionally focus on health and wellness products in the future paying special attention to freshness and naturalness.

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