

# Niederösterreichische Milch Holding GmbH in Health and Wellness (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 category 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 also focus on health and wellness products in the future, paying special attention to freshness and naturalness.

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