

Nöm AG in Packaged Food (Austria)

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Abstracts

In order to become the leader in overall dairy, Nöm is expected to further focus on improving its current position by offering new product launches and innovations, and by investing more in advertising support for its products. Outside the Austrian market the company is also expected to invest in its further expansion. Its main export countries are Italy and Germany, with Italy becoming the larger export market in 2013 for the first time. Its focus in the future outside the Austrian market will...

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