

Nupo A/S in Health and Wellness (Denmark)

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Abstracts

Nupo's key strategic aim is develop and market quality, scientifically documented, meal replacement slimming products in Denmark. The company's leading position has come under increased pressure as regional brands Allévo and Nutrilett entered Danish health and wellness in 2012, and Nupo is thus likely to step up its marketing and also, like its competitors, gear product innovation towards convenience- positioned meal replacement formats like bars and shakes.

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