

# Oatly AB in Soft Drinks (Sweden)

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Date: April 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: O8124338E47EN

## Abstracts

Oatly AB focuses on research in food and drinks in very close cooperation with Lund University in southern Sweden. All products are based on oats and the company is allowed to make health claims about reducing cholesterol. The company's focus was on marketing and producing products for lactose-intolerant consumers, but it subsequently started making products for consumers with other allergenic or health problems, such as heart and cardiovascular problems. The company's goal is to develop...

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