

Penam sro in Packaged Food (Czech Republic)

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Abstracts

Penam remained the second-ranked player in baked goods in the Czech Republic throughout the review period, and it aims to retain this strong position. The company plans to focus on improving its promotional activities and strengthening the image of its Penam brand. It also intends to introduce wellness variants to meet the rising demand for naturally healthy and free from gluten baked goods among local consumers.

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