

Polarbröd AB in Packaged Food (Sweden)

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Abstracts

Sustainability and its promotion shape Polarbröd's strategic direction to the extent the company is taking an active role in lobbying government on its sustainability initiatives and policies. This is seen as strengthening the company's brand and appealing to Swedish consumers' environmental concerns and demands for natural ingredient packaged food. A key trend driving the growth direction of packaged food is the demand for natural ingredient products. Polarbröd's continued success in appealing...

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