

POM Wonderful LLC in Health and Wellness (Netherlands)

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Abstracts

POM Wonderful remains a niche and successful product in the Netherlands. The main objective of the company is to further consolidate its position in the Dutch market and expand the range of products in terms of flavours, combining pomegranate with other fruit and packaging formats. In the US, the company already launched POM Tea, a product that might also be introduced in the Netherlands in the near future. Other future introductions include lower calorie formulas and ready-to-eat fruit.

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