

# Rauch Fruchtsäfte GmbH & Co OG in Health and Wellness (Austria)

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## Abstracts

Primarily a juice company, Rauch Fruchtsäfte has established a strong position in the domestic market, and it is increasing its focus on exports, including the expansion of its foreign production capacity. Within Austria, the player is likely to focus on premiumisation and innovation, in order to differentiate its offer from the competition. This is expected to result in a strong focus on provenance, which is a growing trend in Austria.

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