

# Rootfruit Scandinavia AB in Health and Wellness (Sweden)

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## Abstracts

Over the forecast period, Rootfruit will work to strengthen its position in organic sweet and savoury snacks by developing new products and stepping up investment in the promotion and distribution of its established ranges. The company is hopeful that synergies achieved via its 2010 acquisition of Laholms Chips AB will help to improve its price competitiveness and thereby reduce the growing challenge from private labels, while also enabling it to develop higher quality products capable of...

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