

Royal Unibrew A/S in Health and Wellness (Denmark)

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Abstracts

Royal Unibrew will continue to focus on innovation in HW beverages to grow the company's portfolio of healthier products. As the health and wellness trend continues in Denmark the company's innovation focus will be on the continued increase in consumer demand for healthy and functional beverages. Royal Unibrew will continue to monitor consumer trends to ensure it is among the first-movers when new trends arise. Another part of the company's growth strategy in HW is to continue seeking potential...

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