

Rynkeby Foods HB in Health and Wellness (Sweden)

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Abstracts

Rynkeby Foods HB is expected to remain a key player in organic soft drinks over the forecast period. The company will focus on high quality, fruit-based juice products and on launching organic extensions to its well-established God Morgon juice brand. Rynkeby Foods HB's retail value share increased in organic soft drinks as the company turned its focus to launching organic extensions to its juice, while demand for organic juice boomed.

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