

Saarioinen Eesti OÜ in Packaged Food (Estonia)

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Abstracts

Saarioinen Eesti will focus on maintaining its leadership in ready meals over the forecast period, while also working to strengthen its competitive position in soup. Although it will continue to mainly offer products that cater to the relatively conservative tastes and preferences of Estonian consumers, it will also expand its portfolio via the launch of more novel flavour variants and formats. At the same time, the company is expected to invest in activities aimed at strengthening consumer awar...

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