

# Sanitarium Health Food Co, The in Packaged Food (Australia)

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## Abstracts

The Sanitarium Health Food Co has been championing health and wellness products for more than a century. As health and wellness concerns become increasingly central to consumer trends, such as flexitarianism, the company is well-placed to benefit. By remaining true to its health and wellness – and particularly vegetarian – heritage, the company is likely to see success in categories ranging from non-dairy milk alternatives to meat substitutes, while its breakfast cereal range is likely to benefi...

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