

## SM Mlekpól in Health and Wellness (Poland)

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### Abstracts

The company is focused on exporting its products to the Asian and Middle Eastern markets in the nearby future. It plans to export mainly non-HW products, as these are simpler, easier and cheaper to introduce to a new audience. Moreover, it plans to increase its volume production of all dairy products within its portfolio, including HW products, due to the lifting of quotas for milk production in 2016, which had been imposed on Poland by the EU.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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