

Strauss Group Ltd in Health and Wellness (Israel)

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Abstracts

Strauss Group Ltd is one of the leading players in packaged food in Israel, with its main goal of offering products that focus on two opposing leading global trends; health and wellness, and indulgence. The company aims to maintain its high standards of quality and innovation. Strauss lowered its prices to compete with private label and to gain shares in a highly competitive environment.

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