

Tine SA in Health and Wellness (Norway)

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Abstracts

TINE SA, the Norwegian dairy giant, registered dynamic growth throughout the review period primarily as a result of frequent and successful product launches. By strengthening and widening its product portfolio TINE created a stream of revenue both from the well-established juice category and from emerging categories such as RTD tea and sports drinks. Vigorous innovation in terms of new product launches containing health and wellness USPs along with continuous updates in design and packaging are...

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