

Vaasan Oy in Packaged Food (Finland)

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Abstracts

The company's aim over the forecast period is to improve its already strong position in baked goods, where it maintained second position in 2015. It wants to achieve leadership in all product categories in which it operates in Finland and abroad by developing its brands and launching new products to meet changing consumer demands. The player is expected to continue launching innovative products, typically focusing on premium and value-added products. It is set to concentrate particularly on...

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

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leading brands;

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Contents

Strategic Direction

Key Facts

Summary 1 Vaasan Oy: Key Facts

Summary 2 Vaasan Oy: Operational Indicators

Competitive Positioning

Summary 3 Vaasan Oy: Competitive Position 2015

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