

Valio Oy in Health and Wellness (Finland)

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Abstracts

Over the forecast period, Valio Oy aims to strengthen its position in health and wellness beverages by developing new products and flavour variants. The manufacturer will also step-up investment in distribution and promotional support for established brands. In particular, the company is set to focus on the development of more advanced health and wellness fruit/vegetable juice products that offer added-value benefits. With regard to advertising, it is expected to invest heavily in new TV and...

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