

Valio - Vache Bleue SA in Health and Wellness (Belgium)

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Abstracts

As Valio – Vache Bleue SA enjoys strong brand acceptance in Belgium, the company is expected to further develop its range of products. As healthier eating patterns are expected to continue, as well as a rise in consumer demand for products responding to food intolerance, Valio – Vache Bleue SA should benefit from these trends. Additionally, product innovation should drive the overall performance of the company.

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