

Vitagermine SA in Health and Wellness (France)

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Date: December 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: VB419334A48EN

Abstracts

The company is likely to expand its presence in grocery channels, especially in supermarkets and hypermarkets. The development of organic baby food could be crucial in improving this distribution channel as organic baby food is rare despite the rising demand from parents. Vitagermine SA will continue to innovate by launching new products. In 2012, the company focused on baby food; in the forecast period it could focus more on adult products, especially beverages like superfruit juices.

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