

Waldquelle GmbH in Health and Wellness (Austria)

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Abstracts

Waldquelle is anticipated to continue to focus on expanding further in the Austrian health and wellness beverages category by investing in new product launches and by expanding its presence through leading grocery retailers across Austria. The company is expected to continue to focus on its core values that include naturalness and regional products. Its main target group is predicted to remain families with children. Over the forecast period, the company might also increasingly focus on other pa...

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