

Yeo Valley Organic Co Ltd in Health and Wellness (United Kingdom)

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Abstracts

Yeo Valley continues to innovate and expand its range of organic products. New products target consumers' desire for convenience and added-value. By pursuing this strategy, the company is attempting to become a recognised brand closely associated with organic food. Whilst the company can count on support from customers who purchase organic products as part of a lifestyle choice, it faces challenges from the growing aversion to organic food from the wider public. In addition, it is very...

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