

AgroMar Sarl in Packaged Food (Algeria)

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Abstracts

Agromar plans to continue to build its share of frozen processed food sales in Algeria in the forecast period by further diversifying its product range and its services. The company will continue to focus on both foodservice and retail sales, although the latter will continue to account for the bulk of its turnover. Retail may indeed further gain share in the company's sales in the forecast period, as it focuses on building distribution via supermarkets and hypermarkets. The company is expected...

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