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# Alimentos Polar CA in Home Care (Venezuela)

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## Abstracts

Alimentos Polar is the largest domestic holding in packaged food in Venezuela. Its core business is the manufacture and distribution of packaged food, soft drinks and alcoholic drinks, and laundry care and dishwashing products within home care. The player has been able to position every one of its brands through efficient operations and effective segmentation strategies. The company will continue to focus on ensuring the availability and distribution of price-regulated products, while at the sam...

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