

Alimentos Polar CA in Packaged Food (Venezuela)

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Abstracts

Alimentos Polar is the largest domestic holding in packaged food in Venezuela. Its core business is the manufacturing and distribution of packaged food, soft drinks and alcoholic drinks. 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 assuring the availability and distribution of price-regulated products, thus avoiding being sanctioned by the government, at the same time as laun...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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