

Alimentos Prosalud SA in Packaged Food (Costa Rica)

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Abstracts

Alimentos Prosalud will continue to make efforts to increase its penetration of complementary packaged food categories over the forecast period, helping to compensate for the rising competition within shelf stable seafood. Still, Alimentos Prosalud should remain as the most relevant player within tuna sales in Costa Rica, which is despite the growing availability of economic and mid-priced value proposals over the forecast period. The player is anticipated to keep taking advantage of its strong...

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

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Contents

Strategic Direction

Key Facts

Summary 1 Alimentos Prosalud SA: Key Facts

Competitive Positioning

Summary 2 Alimentos Prosalud SA: Competitive Position 2017

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