

Americana Group in Consumer Foodservice (Egypt)

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Abstracts

Americana Group is expected to maintain its strong position in the market, despite the economic crisis in Egypt in 2016. The company is already very well established in the country and is a market leader in the consumer foodservice market. Although it was recently forced to increase prices across all brands, the company continues to deliver good quality products at competitive prices. Over the coming years, Americana group is expected to reduce its imports and shift to local ingredients in order...

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Contents

Strategic Direction

Key Facts

Summary 1 Americana Group: Key Facts

Suppliers

Competitive Positioning

Summary 2 Americana Group: Competitive Position 2016

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