

Arcor SAIC in Health and Wellness (Argentina)

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Abstracts

Arcor was the leading packaged food company in Argentina over the review period. With an brand portfolio extension strategy, the company has a strong focus on production capacity and a wide distribution network. Arcor will continue to invest heavily in health and wellness beverages, with numerous new product launches likely over the forecast period. To follow the launch of its FF sweet biscuits, its main focus will be on new bakery products.

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