

Barilla Alimentare SpA in Health and Wellness (Italy)

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Abstracts

Better for you product innovation is expected to be a key growth driver for Barilla in both pasta and bread in the short term. Barilla is expected to earmark future growth in Italian health and wellness through the continued development of naturally healthy (NH) packaged food, in particular in high-fibre products, and fortified/functional packaged food, with bakery products as well. Expanding its better for you portfolio is a key strategy at Barilla, especially as the link between health and...

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Contents

Strategic Direction

Key Facts

Summary 1 Barilla Alimentare SpA: Key Facts

Summary 2 Barilla Alimentare SpA: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Barilla Alimentare SpA: Competitive Position 2012

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