

Brf Brasil Foods SA in Packaged Food (Brazil)

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Abstracts

After selling two important businesses in its portfolio – Batavo and Elegê – to Groupe Lactalis in 2015, the company lost significant value share. The company also lost value share due to the temporary absence of one of the most important brands within its frozen foods portfolio for a 5-year period – Perdigão; however, this restriction imposed by CADE (in order to approve the merger between the companies Sadia and Perdigão) finished in 2017. Consequently, the Perdigão brand returned to the Brazi...

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

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