

Cairo Poultry Processing Co in Packaged Food (Egypt)

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Abstracts

Cairo Poultry Processing is expected to continue to gain share in packaged food during the forecast period. The company is expected to benefit from ongoing expansion in the number of supermarkets and hypermarkets across the country and from its strong and efficient cold chain logistics. The company will also continue to benefit from strong advertising support for its Koki brand, which will also attract many consumers due to its affordable prices and reputation for quality. The company is also.

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