

# Campbell Foodservice Co in Packaged Food (USA)

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## Abstracts

Campbell Foodservice aims to drive business growth by offering a product line that appeals on the basis of taste, consistency, quality and range of flavour varieties. At the same time, the company is working to ensure that the ease of preparation and proper marketing of its products appeal to foodservice establishments of all types.

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**Product coverage:** Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

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

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Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

CAMPBELL FOODSERVICE CO IN PACKAGED FOOD (USA)

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April 2013

Strategic Direction

Key Facts

Summary 1 Campbell Foodservice Co: Key Facts

Summary 2 North America Foodservice: Operational Indicators

Company Background

Production

Competitive Positioning

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