

Campofrío Food Group SA in Packaged Food (Spain)

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Date: November 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: CBB421D5111EN

Abstracts

Campofrío Food Group expects to continue moving towards stability within the processed meat category, after the difficulties the company faced following the fire that destroyed its main production facility in Burgos in 2013. The company is expected to continue expanding its investment in research and development, and focus on innovation and the reformulation of its existing portfolio, to respond to consumer demand for more natural references with the packaged food market.

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

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