

Capilano Honey Ltd in Packaged Food (Australia)

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Abstracts

Capilano Honey Ltd excelled during the 2014 honey shortage, increasing its spreads value share in the process. As honey supplies return to normal, Capilano will face renewed competition, not only from smaller competitors, but also supermarkets that desire to expand their private label. Capilano will find competition over the forecast period to be far more aggressive.

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