

Cargill de Venezuela CA in Packaged Food (Venezuela)

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Abstracts

Cargill de Venezuela will continue to focus on staples, distributed to end consumers, foodservice chains and industrial manufacturers. Given that the company faces some product origination challenges regarding raw materials, logistics and the overall supply of parts and inputs along the production and distribution chain, it will be likely to focus on assuring distribution of its already positioned brands in staples rather than venturing into new product developments.

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

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