

# Century Canning Corp in Packaged Food (Philippines)

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## Abstracts

Century Canning Corp is expected to continue leveraging its healthy product image and focus on marketing the health benefits of its brands. The company is also likely to continue to invest heavily in advertising campaigns to encourage more Filipinos to take up a healthier lifestyle. Its development of new canned/preserved fish/seafood products is anticipated to capture a larger market base as it provides consumers with a wider variety of choices. This will also allow the company to target more...

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

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leading brands;

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