

Cerealis - Produtos Alimentares SA in Packaged Food (Portugal)

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Abstracts

The national company Cerealis – Produtos Alimentares is anticipated to continue to invest in new product developments over the coming years, as well as packaging innovations and the enlargement of its manufacturing capacity to remain competitive. Diversification is also likely to increase, with the release of new flavours set to lead product launches in pasta, whilst nutritional characteristics, with efforts to reduce the level of sugar, are forecast to drive innovation both in breakfast...

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

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