

# Congrupo SA in Packaged Food (Colombia)

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## Abstracts

Congrupo is a local company which distributes imported packaged food brands, such as Nerds, Hershey's, Nips and Act II. The company is also national brand owner of well-known local brands such as Jaibel (tea), Flips, Toost Avena and Karymba. The company strives to develop its own brands and to expand and develop its distribution.

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**Product coverage:** Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

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Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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