

# Corporación Custer SA in Packaged Food (Peru)

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## Abstracts

Corporación Custer is a family company which was founded in 1956 and is now being managed by the second generation. It started out as a textile business, importing from Europe, mainly Switzerland, and distributing in Peru. After manufacturing non-alcoholic beverages for Coca-Cola, the company started to develop its own brands, such as A-1, La Cabaña, La Selecta and Carter, all in packaged food.

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

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