

Costeño Alimentos SAC in Packaged Food (Peru)

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Abstracts

Costeño Alimentos SAC plans to gain penetration within Peru over the forecast period by launching a wider range of packaging sizes and formats of the products it carries in order to meet Peruvian consumers' preferences. In addition, the company will strengthen its availability through supermarkets and hypermarkets. Furthermore, the company is expected to sign exclusivity agreements with more local foodservice outlets.

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