

Danone France SA in Packaged Food (France)

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Abstracts

Danone is the number two French dairy company and it owes its status to a portfolio of world known and strong brands, including Danone and Activia. Danone is very well positioned to take advantage of the move towards healthier eating. Its dairy products and yoghurt in particular have benefited from this trend in France. The group is also anticipated to develop its portfolio in order to target a wider range of consumers. Offering more indulgent, premium, traditional and regional recipes as well...

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