

Eti Gida San ve Tic AS in Health and Wellness (Turkey)

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Abstracts

Eti Gida San ve Tic AS's primary aim is to increase its retail value share in biscuits and chocolate confectionery in order to preserve its leading position in packaged/industrial cakes which it regained from Yildiz Holding in 2010. The company focuses on the health and wellness packaged food market a great deal, where it has the leading position under gluten-free bakery products, muesli and reduced fat biscuits. The company is expected to invest in the development of more sophisticated...

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