

Ferrero France SA in Packaged Food (France)

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Abstracts

Ferrero France is expected to maintain its leading position in confectionery and spreads, thanks to its strong brands, high reputation and wide consumer base. The company is forecast to develop new recipes and new tastes, which are more original and unique, in order to satisfy a larger range of consumers. Confectionery and spreads are impulse products which are consumed to satisfy hedonistic needs. They are anticipated to continue progressing, driven by the need for self-indulgence in times of...

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Contents

Strategic Direction

Key Facts

Summary 1 Ferrero France SA: Key Facts

Summary 2 Ferrero France SA: Operational Indicators

Company Background

Production

Summary 3 Ferrero France SA: Production Statistics 2012

Competitive Positioning

Summary 4 Ferrero France SA: Competitive Position 2012

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