

Fleury Michon, Groupe in Packaged Food (France)

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Abstracts

After robust progression in 2014 and 2015, in early 2016, Groupe Fleury Michon announced a new strategic development and institutional plan called “Eat well”/“Help people to better consume”. However, the French player immediately faced new threats in 2016: It ended its trade negotiations with grocery retailers with extremely harsh conditions, such as those which required strong discounts over the whole of 2016 and early 2017. Given this player is also facing rising production costs, this will...

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