

Frigorífico Paladini SA in Packaged Food (Argentina)

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Abstracts

Frigorífico Paladini focuses on the production, commercialisation and sale of processed meat and seafood in Argentina. In the short term the company wants to position itself in the premium segment, thanks to launches and the purchase of already recognised brands. Marketing campaigns highlighting the benefits of chilled processed meat will be key, before the increase in the consumer perception that this type of food is unhealthy.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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