

George Weston Ltd in Packaged Food (Canada)

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Abstracts

George Weston continues to grow by maximising efficiencies to maintain competitive pricing while promoting product innovation in higher-growth areas of packaged food. The company bolsters its economy brands through strong distribution amongst discounters and low-priced grocery chains using its economies of scale to keep prices low while achieving healthy margins. It introduces higher-end products by targeting the expanding health-conscious consumer base in Canada as well as people looking for mo...

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

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