

Ganaderos Productores de Leche Pura SA de CV in Packaged Food (Mexico)

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Date: February 2018

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: GED3DB6A073EN

Abstracts

The forecast period is expected to be a time of innovation for Ganaderos Productores de Leche Pura. The company plans to launch 20 new products over 2018-2020 and has stated that it aims to compete with Grupo Lala for leadership in dairy. New product development is expected across a wide range of products, including cow's milk, milk formula, yoghurt, butter, cheese and fruit products. The company also plans to launch ice cream for the first time.

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