

Granarolo SpA in Packaged Food (Italy)

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Abstracts

Granarolo SpA continued to aggressively pursue market share expansion, both in Italy as well as abroad through acquisitions. In 2016 and 2017 the company acquired companies in Estonia, Switzerland, Brazil, Greece and Sweden, while domestic acquisitions included Pandeia Dietetica in baked goods, Fattorie Giacobazzi Srl balsamic vinegar, Conbio for organic food and meat substitutes, and San Lucio for savoury snacks. The company's plan is to segment consumers' needs and increase share in each category...

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