

Green's General Foods Pty Ltd in Packaged Food (Australia)

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Abstracts

Green's General Foods Pty Ltd expanded significantly over 2013 and 2014, largely due to a series of acquisitions. The company's prospects, however, are a concern, since although it is competing in rapidly growing categories, it has not been able to capitalise on the trends that are fuelling that growth, eg it is competing in low-priced muesli when most value growth is at the premium end. The strength of the company's brands does mean that it will benefit from any consolidation of the industry,...

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