

Groupe Fleury Michon SA in Packaged Food (France)

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Abstracts

In light of the current unfavourable economic trends, Groupe Fleury Michon is anticipating lower market growth in 2013, with continued price pressure from raw materials. In spite of the challenging economic environment, Fleury Michon aims to strengthen its position and keep gaining share in the packaged food market in France. The French supermarkets business should remain dynamic thanks to the strong Fleury Michon brand and a continuous focus on product innovation and quality. The Eat-Out and...

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