

Grupo Herdez SAB de CV in Packaged Food (Mexico)

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Abstracts

Grupo Herdez's strategy is focused on catering to the needs of modern Mexican consumers. The company regularly launches new and innovative products that are both nutritious and convenient for consumers. Strong investments in advertising and promotional activities are expected to remain a common practice for the company, which, complemented by a strong retail distribution network, is likely to sustain dynamic growth.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

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leading brands;

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Contents

Strategic Direction

Key Facts

Summary 1 Grupo Herdez SAB de CV: Key Facts

Summary 2 Grupo Herdez SAB de CV: Operational Indicators

Competitive Positioning

Summary 3 Grupo Herdez SAB de CV: Competitive Position 2016

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