

Gulf Food Industries in Packaged Food (United Arab Emirates)

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Abstracts

Gulf Food Industries is expected to focus on value-added canned/preserved food in the forecast period, such as tuna in a range of sauces and products with a healthier positioning. The company will thus seek to cater to growing demand for convenience and an increased focus on nutrition. The company is expected to continue to invest heavily in marketing support for its range and in offering price promotions and is thus likely to continue to see a strong performance.

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