

Helados y Postres SA in Packaged Food (Spain)

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Abstracts

In 2011, Helados y Postres continued to suffer from the effects of the economic crisis on consumer spending, resulting in a constant shift towards private label and in the growing importance of the retail channel. As a result, the company saw a drop in its total volume and a decline in its turnover for another consecutive year. Due to the inability to compete on price with private label, the company focused once again on its key brands by launching value-added references, such as the three new...

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