

IDC Holding as in Packaged Food (Slovakia)

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Date: November 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: IA6BF764895EN

Abstracts

In 2018, the player is expected to have a strong focus on its sweet biscuits production and key brands such as Horalky. IDC Holding is also expecting to strengthen its range of lower-sugar confectionery products, thanks to stronger positioning. Seasonal confectionery products will remain an important product area for the company throughout the forecast period, and the player is expected to release a number of innovations over the foreseeable future.

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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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