

# Iguarias d' Excelência Lda in Packaged Food (Portugal)

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## Abstracts

In the competitive packaged food market, national company Iguarias d'Excelência tries to differentiate from other players through its focus on a premium offer. The distributor of the Jamie Oliver brand in the national retail channel since 2012, Iguarias d'Excelência is set to continue investing in partnerships over the coming years, enlarging its brand distribution network and thus increasing brand awareness. New products are likely to emerge, particularly focusing on exotic flavours and...

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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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Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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