

Industrial Lala SA de CV, Grupo in Health and Wellness (Mexico)

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Abstracts

Industrial Lala was one of the leading players in dairy products and health and wellness dairy products during the review period. The company has achieved a strong product segmentation that offers products for a large number of specific needs, amongst them such popular health and wellness solutions as Extra Calcium milk (50% more than the regular pasteurized milk), Lala Desarrollo which is a functional product that targets children between 1 and 4 years and dairy products with no cholesterol...

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Contents

INDUSTRIAL LALA SA DE CV, GRUPO IN HEALTH AND WELLNESS (MEXICO)

Euromonitor International

July 2013

Strategic Direction

Key Facts

Summary 1 Grupo Industrial Lala SA de CV: Key Facts

Summary 2 Grupo Industrial Lala SA de CV: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Grupo Industrial Lala SA de CV: Competitive Position 2012

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