

Induveca SA in Packaged Food (Dominican Republic)

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Abstracts

Over the forecast period Induveca will work to improve its competitive position in nutrition/staples and meal solutions by launching new products and stepping up marketing and distribution support for its existing ranges. In particular, it will focus on developing new products that appeal to specific consumer groups, such as young urban adults with busy lifestyles, or tap into emerging consumer trends, such as yoghurt products with functional health benefits.

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