

Keoghs Crisps Ltd in Packaged Food (Ireland)

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Abstracts

Keoghs Crisps Ltd is set to attempt to continue to grow its crisp brand across Ireland, using witty advertising and branding and new product innovation to help increase its position within the savoury snacks category.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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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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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