

# Klas dd in Packaged Food (Bosnia-Herzegovina)

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## Abstracts

Klas is increasingly switching its focus from baked goods to retailing, as it opened several supermarkets and convenience stores towards the end of the review period. Klas is looking to leverage on the wide range of packaged food products manufactured by its sister companies – members of As Group – and other domestic business partners, to build a strong retail chain focused on domestically manufactured goods. This may negatively affect its performance in baked goods and packaged food in general.

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

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