

Kraft Foods Belgium SA in Packaged Food (Belgium)

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Abstracts

As well as all other mainstream companies in packaged food, Kraft Foods Belgium SA (renamed Mondelez Belgium BVBA in 2013) is facing the slowdown of this market. Its value sales of chocolate confectionery (one of its core businesses) will almost level off in 2012-2013 while its endeavours to develop the Philadelphia brand in categories other than spreadable processed cheese are likely to fail. However, the company could find a way to expand better in 2013-2014 thanks to its focus on pure...

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