

# Kraft Foods Brasil SA in Packaged Food (Brazil)

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## Abstracts

Kraft Foods aims to consolidate its leading positioning within confectionary by introducing novelties to consumers and making strong investment in advertising campaigns. Although Trident and Halls are still under Cadbury Adams Indústria e Comércio de Produtos Alimentícios, the company has been investing in synergies with former Cadbury to improve distribution network of other brands and visibility of products in the point-of-sales to further increase sales.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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leading brands;

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## Contents

Strategic Direction

Key Facts

Summary 1 Kraft Foods Brasil SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Kraft Foods Brasil SA: Competitive Position 2012

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