

# La Nueva Cerro SA in Packaged Food (Uruguay)

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## Abstracts

La Nueva Cerro SA is the largest dried pasta manufacturer in Uruguay, and held a 36% retail value share of that category in 2014. The company is foreseen to continue focusing on this category, as it has done for more than 60 years, to try to maintain and improve its share. It could be expected that, in order to accomplish this goal, Adria will have to adapt to new trends and will launch more value-added products and new premium flavours.

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**Product coverage:** Baby Food, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Soup, Spreads, Sweet and Savoury Snacks.

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

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leading brands;

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