

# Lactalis Gruppo Italia SpA in Packaged Food (Italy)

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## Abstracts

Lactalis Gruppo Italia SpA implemented an aggressive marketing campaign to grow its share in the country both in business-to-consumer and business-to-business. To enhance the relationship with its consumers, the company worked in synergy with trade operators to learn about consumers' interests and eating habits through recipes and social media, while improving its e-commerce performance for business operators.

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

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