

# Laiterie Soummam in Packaged Food (Algeria)

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Date: April 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L347B6C35EEEN

## Abstracts

Laiterie Soummam is a key player in yoghurt and sour milk drinks, and with its strategy of product development in the economy price platform, it is expected to reinforce its leadership facing its main competitor Danone Djurdjura. Since 2007, the company has been manufacturing the President cheese brand under licence but is not expected to diversify its own brand into the category.

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