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Lu France SAS in Packaged Food (France)

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Abstracts

LU France is expected to maintain its lead in biscuits and snack bars thanks to continuous product innovation and a massive communication campaign around the LU umbrella brand. The company will keep improving the nutritional properties of its products, and launch innovative packaging. LU is also anticipated to benefit from the positive impact of other Kraft brands through synergies and co-branded products. The company will keep promoting the use of French wheat and sustainable practices via its...

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