

Maple Leaf Foods Inc in Packaged Food (Canada)

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Abstracts

Maple Leaf Foods is focused on its core meat business. It is also enhancing productivity and profitability, through the divesture and restructuring of its manufacturing operations. The company will continue to focus on value-added products, positioned as all-natural, free of preservatives, artificial flavours and colours to drive sales growth. The increasing use of natural ingredients taps into consumer and market tendencies towards products with a more natural positioning.

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

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