

# Marbo doo in Packaged Food (Bosnia-Herzegovina)

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## Abstracts

Marbo is a subsidiary of PepsiCo, manufacturing and marketing savoury snacks in Bosnia-Herzegovina. Marbo is increasingly incorporating international PepsiCo brands into its portfolio and eventually aims to replace regionally recognisable brands with international alternatives.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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

## Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

Strategic Direction

Key Facts

Summary 1 Marbo doo: Key Facts

Competitive Positioning

Summary 2 Marbo doo: Competitive Position 2017

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