

Marbo Product doo in Packaged Food (Serbia)

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Abstracts

Marbo's main strategic goal for the forecast period is to maintain its leading position in savoury snacks in Serbia. To this end, it plans to continue investing in the development of new products and the provision of strong marketing support for its brands, with a particular focus on appealing to schoolchildren, its core target audience. The company's ability to protect its leadership in savoury snack will be aided by its wide distribution network, which covers several types of retail outlets an...

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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.

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leading brands;

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

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