

Mars UK Ltd in Packaged Food (United Kingdom)

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Date: December 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M4BD8D78D0BEN

Abstracts

Mars UK Ltd finds itself in a difficult situation as it is heavily concentrated within impulse and indulgence products. Its standard brands are struggling somewhat against more luxurious, premium products, which are driving value growth in the impulse and indulgence category. As a result, the company may look to invest in other high growth, health-orientated areas within packed food, such as breakfast biscuits and cereals, rather than focusing on chocolate confectionery, for example. This would...

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Contents

MARS UK LTD IN PACKAGED FOOD (UNITED KINGDOM)

Strategic Direction

Key Facts

Summary 1 Mars UK Ltd: Key Facts

Summary 2 Mars UK Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Mars UK Ltd: Competitive Position 2014

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