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Materne SA in Packaged Food (France)

https://marketpublishers.com/r/M761FBCA6A8EN.html
Date: December 2017
Pages: 3
Price: US$ 150.00 (Single User License)
ID: M761FBCA6A8EN

Abstracts

Since its acquisition by Fromageries Bel at the end of 2016, Materne's future is changing. Whilst the Materne and mainly Pom'Potes brands still have plenty of room for growth in flexible flasks of shelf-stable processed fruit, they should benefit from the adjunction of yoghurt (mixes of yoghurt and compote) and even in the medium term could diversify towards flexible pouches of shelf-stable yoghurt. The Normandy plant of Chef-du-Pont, which already manufactures flexible flasks of shelf-stable yo...

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

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Understand the competitive environment, the market's major players and

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leading brands;

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