

Minski Myasokombinat UP in Packaged Food (Belarus)

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Abstracts

Minski Myasokombinat is expected to maintain its leading position within chilled processed food over the forecast period due to its strength within chilled processed meat. In addition, the company's value share in frozen processed food is increasing due to rising production of frozen ready meals. Promotion of the company's brands, Kucharevich and Myasnaya Derzhava, will remain a major priority over the forecast period. The company is also set to focus on expanding its own chain of retail...

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