

Mondelez Hellas SA in Packaged Food (Greece)

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Abstracts

Mondelez Hellas will continue to invest heavily in its Lacta and Oreo brands primarily, supporting them with above- and below-the-line activities as well as new product launches to stimulate consumer interest.

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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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