

Mondelez Ireland Ltd in Packaged Food (Ireland)

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Abstracts

Mondelez Ireland Ltd has engaged in a period of intense new product development and generation, in particular within impulse and indulgence foods, with a focus on driving volume sales to increase its overall position and value share across packaged food in Ireland. Constrained consumer spending and the stronger focus on reducing weekly outgoings among the majority of Irish households are set to continue posing significant challenges, although by tapping into the overriding trend towards value...

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