

Nestlé France SA in Packaged Food (France)

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Abstracts

The return to positive profit in 2016 was a good omen for Nestlé France, which could benefit from a bigger advertising and promotion budget over 2017/2018. The local subsidiary of the Swiss player seems to be in an increasingly tough power struggle with modern grocery retailers despite its strong position in packaged food and non-alcoholic drinks in France. Continuing into the review period, Nestlé France should keep creating and supporting shared value through advertising, image and innovation.

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