

# Nestlé Portugal SA in Packaged Food (Portugal)

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## Abstracts

Nestlé Portugal is expected to invest further in launching products which offer superior nutrition and respond to the health and wellness trend. In terms of innovation and portfolio development, Nestlé is set to continue reformulating its products in order to enhance their nutritional profile, by reducing unhealthy elements and increasing their nutrient content. Adequate investment in advertising and distribution will be key to increasing the group's competitive edge and distinguishing itself...

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