

Nestlé UK Ltd in Packaged Food (United Kingdom)

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Date: December 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: N5C171C0FA4EN

Abstracts

Nestlé UK Ltd finds itself at something of a crossroads, with its confectionery and dairy ranges both losing share. The company is looking to move into product areas that have a strong health and wellness positioning, as it sees this as an avenue with potentially high growth. It will continue to pursue this strategy over the next five years. The difficulty is that it has a heavy investment within the confectionery category in particular, and it is losing competitiveness here.

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