

New Covent Garden Soup Co Ltd in Packaged Food (United Kingdom)

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Abstracts

New Covent Garden Soup Co Ltd will aim to effectively combat the ongoing rise of private label products within the chilled soup category. Private label products represent the company's biggest threat, as increasingly sophisticated variants have been made available that are able to directly compete with New Covent Garden products. It is anticipated that the company will continue to launch new flavours and product formulations going forward.

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Contents

NEW COVENT GARDEN SOUP CO LTD IN PACKAGED FOOD (UNITED KINGDOM)

Strategic Direction

Key Facts

Summary 1 New Covent Garden Soup Ltd: Key Facts

Summary 2 New Covent Garden Soup Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 New Covent Garden Soup Ltd: Competitive Position 2014

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