

Novofruct SK sro in Packaged Food (Slovakia)

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Date: November 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: NBE0193B232EN

Abstracts

In 2018, Novofruct SK will likely continue to focus on its prepared baby food portfolio, innovating with products/packaging in glass and pouch formats. Therefore, the majority of its product innovation and marketing support is set to be geared towards baby food. The company is going to become more involved in responding to the health and wellness trend over the foreseeable future, targeting health-conscious consumers and parents.

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Product coverage: Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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