

## Novofruct sro in Packaged Food (Slovakia)

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### Abstracts

The company is expected to focus on its baby food product portfolio in Slovakia which accounts for approximately 50% of its revenue (exports excluded) in 2015, being the only locally produced baby food brand. Here Novofruct plans to expand its packaging technology, partially using EU funds, with plastic pouch filling. Being an important exporter it will also look for new export destinations outside the EU, such as China offering its baby food with 100% fruit content, free of artificial...

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

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

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leading brands;

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