

NT Foods Co in Packaged Food (Cameroon)

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Abstracts

NT Foods manufactures a soy based dried baby food solution for low and middle income consumers from local products such as corn and groundnuts. The company, which entered the area in 2010, aims to target low budget families that cannot afford to buy milk formula by selling its soy baby food formula cheaper than most competitors like Groupe Danone and Nestlé. The price of a sachet of Tanty, one of the company's flagship brands, starts at XAF200, while NT Foods also manufactures peanut oil and art...

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