

Nutrexpa SL in Packaged Food (Spain)

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Abstracts

Across 2014, Nutrexpa continued to consolidate its position in the categories in which it is present, including chocolate spreads, where it leads with its brand Nocilla, flavoured powder milk drinks with its brands Colacao and Paladin, and biscuits, after the acquisition of Cuetara and later Artiach from Panrico concluded in early 2013. Despite its strong position in these segments, the company continued to suffer from the increasing preference of consumers for low-priced references, especially...

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