

Panzani SAS in Packaged Food (France)

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Abstracts

Panzani aims to maintain a leading position in pasta and dried processed food over the forecast period. In order to achieve this objective, the group will reinforce its production capacity in France, and will keep banking on product innovation and promotional campaigns. It will face intense competition from both traditional brands and private label (banking on low prices in times of crisis). Panzani is anticipated to develop a premium range by working on new consumption modes and formulae...

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