

Papadopoulos EJ SA in Packaged Food (Greece)

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Abstracts

The company will continue to invest in the packaged bread category, which it entered in 2013, aiming to strengthen its position and increase share. One of the company's primary focus areas will also be snack bars, where its recently launched Digestive series in breakfast bars continues to witness momentum and positive growth. Biscuits will remain a core category for the company, yet also one to receive less attention compared with the segments it recently entered, and where the company is.

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