

Parmalat SpA in Packaged Food (Italy)

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Date: November 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P94AA3E2198EN

Abstracts

Parmalat will continue to focus on dairy milk products, although sales of dairy products are slowing down in favour of milk alternatives. The lactose-free line Zymil is expected to see the best performance, thanks to the fact that consumers are increasingly looking for free-from alternatives, as they feel they are more digestible.

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