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Pastor SA in Packaged Food (Morocco)

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Abstracts

Pastor SA is the leading player in confectionery in Morocco. Despite the growing competition from both local and imported brands, the company managed to increase its value shares in chocolate confectionery and sugar confectionery during 2014. In order to keep abreast of the competition in such a fragmented category, Pastor SA is expected to diversify its product range even further during the forecast period by launching new product ranges whilst maintaining low prices in order to remain...

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Product coverage: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Meal Replacement, Noodles, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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