

# Pata Spa in Packaged Food (Italy)

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## Abstracts

In line with its core values, delivering high-quality products is expected to continue to be Pata's main strategic direction over the forecast period. As Italian foodservice is being impacted by the ongoing recession, the company is set to focus on its lines sold through grocery channels, and to launch new product developments in some health and wellness areas, such as products which have reduced fat, are gluten-free and low in salt.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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