

# Penguen Gida Sanayii AS in Packaged Food (Turkey)

<https://marketpublishers.com/r/PDBE6071D85EN.html>

Date: March 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: PDBE6071D85EN

## Abstracts

Penguen Gida strengthened its distribution network over the review period, which the company will seek to improve in order to increase its ranking in packaged food over the forecast period. Penguen Gida Sanayii will look for ways to differentiate its products in order to improve its retail value share in packaged food. In line with this goal the company aims to launch innovative products, particularly within sauces, dressings and condiments. For example, the company launched pickled cornichons...

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.

**Product coverage:** Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, 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.

## Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Penguen Gida Sanayii AS: Key Facts

Summary 2 Penguen Gida Sanayii AS: Operational Indicators

Company Background

Production

Summary 3 Penguen Gida Sanayii AS: Production Statistics 2013

Competitive Positioning

Summary 4 Penguen Gida Sanayii AS: Competitive Position 2014

## I would like to order

Product name: Penguen Gida Sanayii AS in Packaged Food (Turkey)

Product link: <https://marketpublishers.com/r/PDBE6071D85EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PDBE6071D85EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970