

Perfetti Van Melle Italia Srl in Packaged Food (Italy)

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Date: December 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P06775BB88DEN

Abstracts

In recent years, Perfetti Van Melle Italia Srl faced tough economic times in Italy, since consumers progressively reduced consumption of sugar confectionery. To regain sales, the company is expected to continue to invest in its core brands Chupa Chups, which enhanced its product portfolio with chocolate references, as well as Golia in confectionery, where the traditional line was extended to include medicated and herbal items.

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

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leading brands;

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