

# Productos Naturales de la Sabana SA in Packaged Food (Colombia)

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## Abstracts

Productos Naturales de la Sabana, national brand owner of La Alquería, is focused on expanding its dairy and non-alcoholic drinks portfolio with launches such as juice and almond milk (other milk alternatives). The company has also made inroads in powder milk and sour cream, ensuring that its growth strategy is based on portfolio expansion, after increasing its regional footprint, following the acquisition of Freskaleche.

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, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

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Pinpoint growth sectors and identify factors driving change;

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