

Scandic Food A/S in Packaged Food (Denmark)

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Abstracts

Scandic Food is predicted to intensify its private label production over the 2013-2018 forecast period in order to counterbalance the growing competition for its branded products. The company has furthermore placed increasing emphasis on exports and further developing the rising foodservice sales of packaged food. Other searches for alternative streams of revenue are the result of an increasingly competitive grocery retail environment in Denmark. With regard to its branded packaged food labels,...

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