

Shamel Food Co in Consumer Foodservice (Saudi Arabia)

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Abstracts

Shamel plans to continue expanding the Subway bakery products fast food chain in Saudi Arabia during the forecast period. As obesity rates in the country rise, it will continue to use marketing campaigns to highlight Subway's healthy positioning. However, the fact that many Saudis have a taste for more indulgent and unhealthy food types will continue to pose challenges for the company, as will competition from numerous independent players and rival chains, particularly Shobak.

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