

Simpex Afric SARL in Packaged Food (Algeria)

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Abstracts

Over the forecast period, Simpex Afric will work to strengthen its competitive position in packaged food in Algeria by expanding its product portfolio, most notably in processed meat and seafood. The company will also focus on expanding distribution of its products in both retail and foodservice channels. Such activities should ensure it is well positioned to benefit as busier lifestyles and rising prices for fresh food continue to strengthen consumer appreciation for the convenience and afforda...

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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;

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.

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