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Sodiaal SA in Packaged Food (World)

https://marketpublishers.com/r/S77094FE70BEN.html
Date: March 2012
Pages: 33
Price: US$ 572.00 (Single User License)
ID: S77094FE70BEN

Abstracts

2011 saw Sodiaal enter into a new strategic partnership with General Mills, aimed at expanding the international range of Yoplait, the world's second largest yoghurt brand. This profile analyses the opportunities available for Yoplait's development, as well as considering the potential development of Sodiaal's wider dairy business, which has been enhanced by the acquisition of Entremont.

Euromonitor International's Sodiaal SA in Packaged Food (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

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

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