

# Sonae Investimentos SGPS SA in Consumer Foodservice (Portugal)

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## Abstracts

Sonae SGPS is one of the leading companies in retail in Portugal, although with a reduction in the strength of its leading position due to the emergence of more competitors. This profile concentrates on Sonae Investimentos SGPS, the consumer foodservice business, led by its Bom Bocado brand. The competition led Sonae SGPS to move towards portfolio diversification, with the emergence of new business models and franchise outlets for its supermarkets. This was accompanied by new brands such as Bom...

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