

Sonae SGPS SA in Packaged Food (Portugal)

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Abstracts

Portugal's leading grocery retailer Sonae SGPS SA is set to continue defending its leading position in packaged food in Portugal, a position it owes to its strong private label activities. It is expected that the company will seek to capitalise on its already strong presence in hypermarkets and supermarkets as well as establishing new retail outlets in smaller formats. The company seeks to continue gaining ground with its new small outlets due to the rising consumer demand for grocery retailers...

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