

Sovena SA in Packaged Food (Portugal)

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Date: January 2018

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Sovena's main objective for the forecast period is to add value to the edible oils category through the continued improvement of its products. Since edible oils consumption in Portugal is considerably lower than in other European countries such as Spain, Sovena is also likely to try to stimulate the consumption of these products, especially olive oil (by positioning it as a product suitable not only for cooking), through the introduction of new products. Communication will play an important role...

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