

Szegedi Paprika Zrt in Packaged Food (Hungary)

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Abstracts

Szegedi Paprika Zrt aims to maintain its stable position in the packaged food market, especially in spices, preserving the great tradition of Hungarian red pepper production. The company continues to invest in innovation under unfavourable economic conditions, since its canned/preserved products face weakening demand due to increasing health consciousness among consumers. Therefore Szegedi Paprika Zrt will develop healthy product variants which do not contain artificial preservatives.

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Contents

Strategic Direction

Key Facts

Summary 1 Szegedi Paprika Zrt: Key Facts

Summary 2 Szegedi Paprika Zrt: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Szegedi Paprika Zrt: Competitive Position 2014

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