

Telepizza SAU in Consumer Foodservice (Spain)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: T47B324F24EEN

Abstracts

Telepizza is increasingly concentrating its efforts on expanding outside the country. In Spain, the company has suffered from strong competition from chilled and frozen pizza which is found in grocery retailers and the arrival of new players entering Spain during the review period such as Vadepizza, PaPizza and Podoro. In addition there is a growing number of outlets offering takeaway and delivery services in every consumer foodservice category, especially burger fast food where the trend toward...

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