

Unilever de Argentina SA in Packaged Food (Argentina)

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Abstracts

Unilever is one of the most important packaged food companies in the world, and also in Argentina. In 2017, it was the seventh most important company in packaged food, and led key categories such as sauces, dressings and condiments and soup. Over the forecast period it is expected that innovation and advertising campaigns will continue to be the focus of the company. Many of its traditional brands, such as Knorr, are a barrier to entry for the competition.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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