

Unilever España SA, Grupo in Packaged Food (Spain)

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Abstracts

In 2013, Unilever continued to adapt its company strategy to the changing patterns of Spanish consumers due to the economic recession. The company continues to promote its strategy “Point of Purchase” (Pop), which started in 2010. It runs promotions throughout the year and readjusts prices with releases at a unit price below €1 for brands like Calve, Hellmann’s and Frigo. In ice cream, the company adjusted its product range and, in line with the transfer of consumers towards the home, focused...

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