

Unilever Türk San ve Tic AS in Packaged Food (Turkey)

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Date: December 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U998D314AEEEN

Abstracts

Unilever Türk San ve Tic is among the leading companies in the Turkish packaged food industry, holding the leading position in a number of categories, including soup and ice cream. The company aims to preserve its position and increase its share in the categories in which it is present. To this end, Unilever Türk San ve Tic invests significantly in advertising and the launch of new products. For example, in 2017, it launched Knorr Gourmet Liquid Soup series with three flavours of Vegetable, Toma...

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