

Valente Marques SA in Packaged Food (Portugal)

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Abstracts

After investing significantly in modernising its facilities gradually over the review period, the company is expected to focus on new product development over the forecast period. Due to the success of Crackies rice snacks, the company is expected to introduce new variants to attract consumers demanding healthier products. Foreign dishes such as sushi are set to continue to gain popularity, with consumers increasingly willing to prepare such dishes at home. This trend will benefit the company's...

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Contents

Strategic Direction

Key Facts

Summary 1 Valente Marques SA: Key Facts

Summary 2 Valente Marques SA: Operational Indicators

Competitive Positioning

Summary 3 Valente Marques SA: Competitive Position 2017

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