

Vandemoortele NV in Packaged Food (Belgium)

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Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V4A259C4908EN

Abstracts

Vandemoortele is one of the leading companies in Belgium. The company is aiming to extend its product portfolio through organic growth over the forecast period. The increasing trend of busy lifestyles is expected to be a growth driver for Vandemoortele, thanks to new eating habits such as snacking, thus giving it the opportunity for its core activity of frozen bakery in foodservice to grow. In addition, the increasing diversification of grocery retailers in terms of the product offer should...

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