

# Vitana as in Packaged Food (Czech Republic)

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## Abstracts

Vitana is a modern, competitive packaged food company. Most Czech consumers know Vitana soups due to advertisements on television, and the company is the leading player in this category. However, the company also operates in other categories, such as baby food, noodles, ready meals and sauces, dressings and condiments, and also plans to focus on others. Its strong promotion will continue, together with introducing new products, and it will remain an important supplier to foodservice.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

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

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leading brands;

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