

Western Bakeries Co in Packaged Food (Saudi Arabia)

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Date: November 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: W77FD32C3E9EN

Abstracts

Western Bakeries strives to become the main bakery and baked good supplier to the major markets in the Middle East. The continuous innovation in product ranges, packaging, and strong distribution networks enabled it to penetrate several markets and become successful quickly.

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

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;



Use five-year forecasts to assess how the market is predicted to develop.

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