

Yildiz Holding AS in Packaged Food (Turkey)

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Date: December 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: Y55555725EFEN

Abstracts

Yildiz Holding is the strongest and one of the most established branded packaged food companies in the market. The company benefits from having the best distribution network in the country, having a presence at all grocery retailers across the country. Its aim is to preserve its position through expanding its portfolio of differentiated products under all categories in which it is present, and is active in terms of launching an important number of new product developments every year. Additionall...

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

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leading brands;

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