

# Hansells Food Group Limited: Company Profile and SWOT Analysis

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## Abstracts

### SYNOPSIS

Timetric's 'Hansells Food Group Limited: Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, key employees as well as company locations and subsidiaries.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'Hansells Food Group Limited'

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

### SCOPE

Examines and identifies key information and issues about 'Hansells Food Group Limited' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business information is objectively reported.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

## REASONS TO BUY

Quickly enhance your understanding of 'Hansells Food Group Limited'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

## KEY HIGHLIGHTS

Hansells Food Group Limited (Hansells Food Group) is a food manufacturer. The company primarily offers steamed puddings, baking products, powdered drinks, flavored drinks, sports drinks, instant desserts, cereal soups, homemade yoghurt and artificial sweeteners. It also offers oils and spreads. These products are sold under the brands of Aunt Betty's, Vitasport, Coconut Collaborative, Teza, Tyrrells, Thriftee, Vitafresh, Alfa One and Weight Watchers to retailers and foodservice companies. Hansells Food Group also provides contract manufacturing services. The company operates own distribution, selling and merchandising facilities across New Zealand, Canada, Australia, and the UK. Hansells Food Group is headquartered in Penrose, Auckland, New Zealand.

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### COMPANIES MENTIONED

Hansells Food Group Limited

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