

### **nestle competitors analysis pdf**

Nestlé S.A. (/ ɛ̃ˈnɛs l eÉa, -li, -É™ /, formerly /-É™ z /; French: ) is a Swiss transnational food and drink company headquartered in Vevey, Vaud, Switzerland. It is the largest food company in the world, measured by revenues and other metrics, since 2014. It ranked No. 64 on the Fortune Global 500 in 2017 and No. 33 on the 2016 edition of the Forbes Global 2000 list of largest public ...

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[10] The table shows that Nestle SA's Crosse and Blackwell is the largest competitor in the market with a market share of 56%, and its closest competitor is Foodcorp with a market share of 33%, then Kraft with 5% and Continental Oil also with 5% market share.

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