

Assessing Global Market Suitability for Food

<https://marketpublishers.com/r/A9704836AC1EN.html>

Date: November 2016

Pages: 45

Price: US\$ 1,325.00 (Single User License)

ID: A9704836AC1EN

Abstracts

Food manufacturers have dealt with market saturation in the world's leading packaged food markets for a number of years. Recently, this has been accompanied by a slowdown in volume growth in many beacons of light, such as Brazil and China. With a few exceptions, this slowdown appears to be a permanent fixture of the food world, with potential for volume expansion restricted. This briefing addresses the tactics companies could and should use to weather this permanent low-growth environment.

Euromonitor International's Assessing Global Market Suitability for Food global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Baby Food, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Soup, Spreads, Sweet and Savoury Snacks.

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

Why buy this report?

Get a detailed picture of the Packaged Food market;

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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