

Associated British Foods PLC in Packaged Food (World)

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Date: April 2012

Pages: 41

Price: US\$ 520.00 (Single User License)

ID: A6D65C92D61EN

Abstracts

The world's third largest bread manufacturer, ABF, is working to integrate a diverse packaged food offer in order to achieve greater efficiency, tap more effectively into prevailing consumer demand trends, and facilitate geographic expansion. This profile analyses the effectiveness of this strategy, and considers the most promising opportunities for ABF to build on local strengths to achieve international growth

Euromonitor International's Associated British Foods PLC in Packaged Food (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, 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.

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