

Better For You Packaged Food in Venezuela

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Abstracts

Reduced fat dairy remained the largest category in better for you (BFY) packaged food in 2017. Reduced fat dairy is largely comprised of reduced fat milk (excl organic and FF), mostly the liquid variant. Manufacturers continue to favour the production of reduced fat milk because of the price ceilings imposed by the government along all the supply chain of powder and pasteurised milk. The latest price adjustment occurred in May 2016 – after a 2-year price freeze – which established the price of p...

Euromonitor International's Better For You Packaged Food in Venezuela report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2013-2017, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

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

Why buy this report?

Get a detailed picture of the Better For You 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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