

# The Big 15: Strategies and Priorities of Top Packaged Food Players in Comparison

<https://marketpublishers.com/r/B1EC2BD22B6EN.html>

Date: August 2016

Pages: 33

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

ID: B1EC2BD22B6EN

## Abstracts

This briefing focuses on the strategies of the top 15 players in food, which command 20% of global revenues. It outlines three common strategies for their growth over the last decade: investment in health and wellness, consolidation of power brands and portfolio shift towards fast-growth products. After reviewing key recent M&A's, the report gives a snapshot of the future of Big Food in light of the slowdown in BRICs, maturing marketplaces and the booming artisanal movement in advanced economies...

Euromonitor International's The Big 15: Strategies and Priorities of Top Packaged Food Players in Comparison 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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INTRODUCTION

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