

# Bristol-Myers Squibb in Packaged Food - Global

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## Abstracts

Bristol-Myers Squibb (BMS) has a modest presence in packaged food. Its key strength is in baby food in which it has the leading global brand. However, unlike its rivals, Danone and Nestle, BMS has not engaged in any acquisition activity. In fact, Danone has had to deny reports that it would purchase BMS's baby food business before it was spun off as an independent entity in late 2009, as Mead Johnson Nutritionals.

Euromonitor International's Bristol-Myers Squibb in Packaged Food 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.

### Why buy this report?

Get a detailed picture of the packaged food industry;

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 30 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 and Santiago and a

network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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