

Chiquita Brands Inc in Packaged Food (USA)

<https://marketpublishers.com/r/C1FC69852D3EN.html>

Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C1FC69852D3EN

Abstracts

Chiquita Brands remains focused on diversification, cost-cutting measures and improvements to product quality to improve its competitive profile. Improving food safety is a key goal for the company's Fresh Express prepared salads division. Faced with strong growth in private label prepared salads, the company has decided to offer private label products to food retailers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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.

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.

Contents

CHIQUITA BRANDS INC IN PACKAGED FOOD (USA)

Euromonitor International

April 2013

Strategic Direction

Key Facts

Summary 1 Chiquita Brands Inc: Key Facts

Summary 2 Chiquita Brands Inc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Chiquita Brands Inc: Competitive Position 2012

I would like to order

Product name: Chiquita Brands Inc in Packaged Food (USA)

Product link: <https://marketpublishers.com/r/C1FC69852D3EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C1FC69852D3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970