

Claim to Fame: A Cross-industry Perspective on Product Claims During Coronavirus

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Abstracts

Health and hygiene have become top priorities amid the Coronavirus pandemic. As consumers take greater ownership of their health and protect themselves, their families and their homes from the virus, health and efficacy-related claims gain in importance. New consumer habits spur product innovation while companies try to realign these trends with wider sustainability goals. This report explores trending product claims in light of COVID-19 across home care, consumer health and packaged food.

Euromonitor International's Claim to Fame: A Cross-industry Perspective on Product Claims During Coronavirus 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: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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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