

Competitor Strategies in Health and Wellness Packaged Food

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Abstracts

Competition in the health and wellness market is more intense than ever, as the COVID-19 pandemic has increased e-commerce use and thus the availability of smaller brands. Meanwhile, economic uncertainty has strengthened demand for private label, which in some markets has seen strong innovation and taken share from global leaders. In addition, the localisation trend in China has improved the position of domestic manufacturers, bringing Feihe International into the top 10 players list.

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Euromonitor International's Competitor Strategies in Health and Wellness Packaged Food global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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.

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