

Competitor Strategies in Packaged Food

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Abstracts

Under growing scrutiny, packaged food leaders were focused on elevating their offering to fend off competition from private label and new brands with strong nutritional and ethical profiles. Yet the COVID-19 outbreak disrupted this state of play globally. Companies such as Nestlé, Unilever and Kraft should benefit from consumers' return to familiar brands and shelf stable and frozen staples. In addition, e-commerce has become vital in many markets, and direct-to-consumer offers potential.

Euromonitor International's Competitor Strategies in Packaged Food 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.

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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.

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