

Could Power Brands Be the Future of Packaged Food?

<https://marketpublishers.com/r/C8026F2ECF8EN.html>

Date: July 2015

Pages: 33

Price: US\$ 1,325.00 (Single User License)

ID: C8026F2ECF8EN

Abstracts

This briefing covers the growing focus of leading food companies on power brands. These are products which have large value sales and are strongly associated with their market. Power brands are a crucial driver of revenue, as a result of their visibility within stores and reputation as category leaders. With retailers strengthening their private label lines, it is now more important than ever to own power brands, which may cause a fundamental shift in company strategies.

Euromonitor International's Could Power Brands Be the Future of 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.

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.

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