

The Evolution of Eating Occasions

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Abstracts

Eating occasions have evolved significantly with changes in consumer habits, and home as a hub will be a core focus in the next few years. Meanwhile, experiential dining out and food discovery at specialist retailers have been under threat, leading to a surge in experimentation and self-creation at home. Value for money positioning is more important than ever as consumers seek novel experiences despite tightened budgets. This report delves into the drivers and innovation examples that businesses...

Euromonitor International's The Evolution of Eating Occasions 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.

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