

# Ferrero Group in Packaged Food

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Date: January 2016

Pages: 45

Price: US\$ 572.00 (Single User License)

ID: F016EB84E17EN

## Abstracts

Ferrero appears well equipped to deal with a challenging global confectionery market. It continues to perform well in fast-growing chocolate markets, particularly China. It's high exposure to a slowdown in Western Europe is mitigated by its focus on the fast-growing UK and French markets. Ferrero's pricing strategies are innovative, globally transferrable, and a serious advantage over competitors. However, the company is exposed to a slowdown in sugar confectionery and spreads sales...

Euromonitor International's Ferrero Group in Packaged Food Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Baby Food, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, 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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