

Ferrero and Related Parties in Packaged Food (World)

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Abstracts

Ferrero ranks ninth among the world's packaged food companies in 2020 and reached the sweet biscuits podium globally in 2020. The Coronavirus pandemic has contributed to Ferrero's growth as a succession of lockdowns and surge in stockpiling benefited retail sales globally for product categories such as biscuits and chocolate spreads. Via successful launches, Ferrero maintains positive growth despite the decline of on-the-go consumption and gifting occasions in confectionery.

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Euromonitor International's Ferrero and Related Parties in Packaged Food (World) 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: 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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