

# Ferrero & Related Parties in Packaged Food (World)

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## Abstracts

The report addresses some of the top trends in US homes, analysing changing consumer values and attitudes, and how these are echoed in product development and retailers' activities. Home multifunctionality, convenience, wellness and tailored experiences in product selection are explored through consumer surveys and related examples of products and consumer communication strategies in home furnishings and homewares, as well as retail, including direct-to-consumer brands.

Euromonitor International's Ferrero & 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.

**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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