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Fonterra Co-Operative Group Ltd in Packaged Food (World)

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Abstracts

Fonterra is one of the world's prominent packaged food players 2020 with significant presence in baby food and dairy products across the globe and continues to grow by developing more premium fortified functional products. In dairy, the company has refreshed its major brands altering image and products to cater to local markets. Fonterra has renewed its focus on digital traceability, food safety and sustainable practices to create value for consumers and the wider community with investments...

Euromonitor International's Fonterra Co-Operative Group Ltd 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;

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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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Contents

Introduction
State of Play
Exposure to Future Growth
Competitive Positioning
Dairy
Sustainability Initiatives
Key Findings
Appendix

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