

The Food Brief: 2015 H1

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Abstracts

The recently completed Kraft-Heinz merger is not only the biggest merger of 2015 H1, but also in the history of packaged food. We evaluate the impact of this and similar staple food M&As on packaged food and look at the reasons behind these M&As, including the growing role of private label, the changing landscape of retailing and consumers' attitudes towards "Big Food". We will also give recommendations to manufacturers to strengthen themselves against rising competition in staple foods.

Euromonitor International's The Food Brief: 2015 H1 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: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, 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.

Contents

Introduction

Key Staple Food M&A'S in 2015 H1

Drivers of consolidation in staple foods

Future trends in staple foods

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