

Fortified/Functional Packaged Food in Argentina

<https://marketpublishers.com/r/FEB16C940F2EN.html>

Date: January 2021

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: FEB16C940F2EN

Abstracts

While retail volume sales in fortified/functional (FF) packaged food overall saw a negligible decline in 2020, COVID-19 impacted the various product areas differently. Sales of FF yoghurt declined sharply in volume terms. This is in part because leading companies in dairy temporarily suspended the production of low-rotation products and in part because consumers prioritised essential food items in their grocery purchases, leaving aside the higher priced FF variants. Similarly, while demand for r...

Euromonitor International's Fortified/Functional Packaged Food in Argentina report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Fortified/Functional 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

KEY DATA FINDINGS

2020 IMPACT

COVID-19 leads to a sharp increase in demand for FF breakfast cereals, while demand for FF dairy products falls

Development of category due to Affordable Prices programme

Dairy companies dominate fortified/functional packaged food

RECOVERY AND OPPORTUNITIES

Strong contraction of consumption due to lack of interest in FF Milk

FF sweet biscuits grow in popularity thanks to convenience trend

Economic crisis creates opportunity for more affordable local brands

CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2015-2020

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2015-2020

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2015-2020

Table 4 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2015-2020

Table 5 Key Functional Ingredients in Fortified/Functional Milk: % Value 2015-2020

Table 6 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2015-2020

Table 7 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2015-2020

Table 8 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2016-2020

Table 9 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2017-2020

Table 10 Distribution of Fortified/Functional Packaged Food by Format: % Value 2015-2020

Table 11 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2020-2025

Table 12 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on health and wellness

COVID-19 country impact

Company response

Retailing shift

Foodservice vs retail split

What next for health and wellness?

MARKET DATA

Table 13 Sales of Health and Wellness by Type: Value 2015-2020

Table 14 Sales of Health and Wellness by Type: % Value Growth 2015-2020

Table 15 Sales of Health and Wellness by Category: Value 2015-2020

Table 16 Sales of Health and Wellness by Category: % Value Growth 2015-2020

Table 17 Sales of Health and Wellness by Prime Positioning: Value 2015-2020

Table 18 Sales of Health and Wellness by Prime Positioning: % Value Growth 2015-2020

Table 19 NBO Company Shares of Health and Wellness: % Value 2016-2020

Table 20 LBN Brand Shares of Health and Wellness: % Value 2017-2020

Table 21 Distribution of Health and Wellness by Format: % Value 2015-2020

Table 22 Distribution of Health and Wellness by Format and Category: % Value 2020

Table 23 Forecast Sales of Health and Wellness by Type: Value 2020-2025

Table 24 Forecast Sales of Health and Wellness by Type: % Value Growth 2020-2025

Table 25 Forecast Sales of Health and Wellness by Category: Value 2020-2025

Table 26 Forecast Sales of Health and Wellness by Category: % Value Growth 2020-2025

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: Value 2020-2025

Table 28 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Fortified/Functional Packaged Food in Argentina

Product link: <https://marketpublishers.com/r/FEB16C940F2EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FEB16C940F2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970