

Fortified/Functional Packaged Food in Peru

<https://marketpublishers.com/r/FEDAD435DA6EN.html>

Date: January 2022

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: FEDAD435DA6EN

Abstracts

Among all health and wellness products, FF options have existed in Peru for many years and consumers are already familiar with these properties. Most FF products are oriented towards general wellbeing (Pasta Lavaggi by Alicorp SAA which contains iron, calcium and vitamins), the immune system (Aceite Primor Digestive by Alicorp SAA), digestive health (Yogurt Laive with probiotics by Laive SA) and cardiovascular health (Aceite Primor Corazon by Alicorp SAA).

Euromonitor International's Fortified/Functional Packaged Food in Peru 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 2017-2021, 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 2026 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.

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