

General Mills in Staple Food (World)

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Abstracts

General Mills remained in 10th place among the world's staple foods companies in 2021, despite losing global market share. Several of the company's key RTE cereal brands have lost market share, but Cheerios remains the leading global RTE cereal. The company is expected to perform well during the forecast period through line extensions and new product launches, and will maintain its current share in a highly fragmented and competitive staple foods market.

Euromonitor International's General Mills in Staple Food (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Staple Foods industry. The report examines company shares by region and category, 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 its success.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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