

General Mills Inc in Staple Foods (World)

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Abstracts

Despite fluctuations in share size, General Mills Inc. remained 10th in global staple foods sales. As fears of global recessions continue, staples' growth in actuals will be cushioned by US breakfast cereals. However, slowdowns in the maturing market have shifted focus towards baked goods. Growth in developing markets has particularly benefited Pillsbury. As General Mills works to expand brand presence beyond maturing markets, investment focus will remain on priority markets like India.

Euromonitor International's General Mills Inc in Staple Foods (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.

Contents

Introduction
State of play
Exposure to future growth
Competitive positioning
Baked Goods
Breakfast Cereals
Key findings
Appendix

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