

## George Weston Ltd in Packaged Food (Canada)

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### Abstracts

George Weston continues to grow by maximising efficiencies to maintain competitive pricing while promoting product innovation in higher-growth areas of packaged food. The company bolsters its economy brands through strong distribution amongst discounters and low-priced grocery chains using its economies of scale to keep prices low while achieving healthy margins. It introduces higher-end products by targeting the expanding health-conscious consumer base in Canada as well as people looking for mo...

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**Product coverage:** Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

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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.

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