

Goodman Fielder Ltd in Packaged Food (Australia)

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Date: December 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: G3EEBBEFF1CEN

Abstracts

One of the largest packaged food companies in Australia, Goodman Fielder has seen its revenues erode in recent years due to competition from private label and an ever changing market in which it is difficult to keep up. Goodman Fielder has recently seen success with premium products, such as Helga's flat bread and Praise Deli Style mayonnaise, but this has not been enough to counter the erosion of its lower-priced brands and the impact of sluggish growth in oils and fats. Goodman Fielder's stron...

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

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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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