

# Grupo Bimbo in Staples (World)

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## Abstracts

Grupo Bimbo SAB de CV is ranked first in the global staples industry, due to its leading position in baked goods. The company is striving to consolidate its position as the world's largest baker by expanding its product portfolio in the Americas, acquiring new brands and players in existing markets and in Asia and Eastern Europe, building more factories in key markets, divesting its confectionary business, and launching new products in order to cater to rising demand for healthier baked goods...

Euromonitor International's Grupo Bimbo in Staples (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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