

Heinz México SA de CV in Packaged Food (Mexico)

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Abstracts

The company plans to maintain its focus on the foodservice channel, working on its alliances with large consumer foodservice operators throughout Mexico. In the retail channel, Heinz is well positioned amongst consumers, and the company will continue to leverage the brand to increase its market share. During the forecast period, the player will continue to appeal to women and children through product innovation and advertising.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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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leading brands;

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