

Hillshire Brands Co in Packaged Food (World)

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Abstracts

Hillshire Brands is the result of a spin-off by Sara Lee to create two independent publically traded companies. Hillshire Brands is a “meat-centric” packaged food player, which focuses on its key brands Jimmy Dean and Hillshire Farm. It also maintained its Sara Lee brand in the frozen processed food category in a number of markets. The company remains very US focused with only a marginal presence in emerging markets.

Euromonitor International’s Hillshire Brands Co in Packaged Food (World) Company Profile offers detailed strategic analysis of the company’s business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, 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 success.

Product coverage: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

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

WHY BUY THIS REPORT?

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.

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

Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Chilled Processed Food
Frozen Processed Food
Brand Strategy
Operations
Recommendations

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