

Hormel Foods Corp in Packaged Food (USA)

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Abstracts

Hormel Foods Corp is looking to drive growth through innovations focused on convenience and health and wellness trends, while growing its protein-focused portfolio through selective acquisitions. Innovations will consist mostly of line extensions that offer more convenient and value-added formats to consumers and capitalise on synergies related to a growing brand portfolio. Making selective acquisitions (eg Skippy Peanut Butter, Muscle Milk, and Applegate Farms) helps to diversify portfolio and...

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

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