

# The Impact of Coronavirus on Packaged and Fresh Food

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## Abstracts

The Coronavirus (COVID-19) pandemic has had a huge impact across packaged and fresh food. Shoppers in many markets have reacted to the possibility of quarantine by stockpiling, foodservice options have been shut down, and eating occasions have shifted into the home. The result has been surging sales (and e-commerce growth). The outlook is less promising long term, as the economic impact of COVID-19 will see consumers reduce spending on food as disposable income falls.

Euromonitor International's The Impact of Coronavirus on Packaged and Fresh Food global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

**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.

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