

The Impact of Obesity-Driven Public Policy Initiatives in Latin America

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Abstracts

Facing an obesity epidemic, governments across Latin America have enacted sweeping public policy initiatives. Taxes, mandatory labels and marketing restrictions have proliferated. However, these efforts have elicited only short-term changes in consumption, while obesity rates continue to rise. While government-mandated change has proven ineffective, a more cooperative approach between companies and policymakers is more likely to encourage long-term shifts in consumer habits.

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Euromonitor International's The Impact of Obesity-Driven Public Policy Initiatives in Latin America 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.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

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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.

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