

# Inflation Surge: Packaged and Fresh Food

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## Abstracts

The sharp increase in prices of food in 2022 is directly linked to rises in costs of commodities, labour, energy and transportation. Consumers are reacting to inflation according to their income level, price sensitivity and brand loyalty. Responses include changing to private label or cheaper brands, and buying at discounters. Companies are responding to rising costs by cutting margins, reducing pack sizes, replacing ingredients and launching new brands at lower price points.

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

**Product coverage:** Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, Vegetables.

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

## Why buy this report?

Get a detailed picture of the Fresh 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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