

Innovation Opportunities in Indulgence Products

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Date: December 2013

Pages: 39

Price: US\$ 2,000.00 (Single User License)

ID: IB15AE6C5BCEN

Abstracts

Consumers want it all and want it now. Tasty is good. Healthy and tasty is better. Healthy, tasty, portable and tailored to specific occasions is best. Price is an issue in the current economic climate, but consumers will compromise for the added value offered by the best novelties. This is why indulgence food manufacturers are developing products that provide guilt-free flavoured-enriched sensations for every consumption occasion.

Euromonitor International's Innovation Opportunities in Indulgence Products 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: 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

Introduction

Creating Snack Times

Guilt-free Indulgence

Flavour Experimentation

Recommendations

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