

# Kellogg Co in Snacks (World)

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## Abstracts

Kellogg Co is ranked eighth in the snacks industry, with a strong presence in savoury snacks and in key markets such as the US. The company has maintained its position in the global arena by expanding its production facilities and presence in emerging markets, and pursuing a strategy of organic growth, which has allowed the company to boost its market share and the visibility of key brands. Tactics used to boost sales include focusing on innovation and collaborations.

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Euromonitor International's Kellogg Co in Snacks (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Snacks industry. The report examines company shares by region and category, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving its success.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 Snacks 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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