

Know Your Herd: The Rise of Local Dairy Products

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Abstracts

Local dairy products have gained importance in former years not only for companies but also for consumers as they are associated with freshness, health and sustainability. This is a challenge for global players, and they have developed different strategies to leverage and combine the benefits of global and local characteristics in their products. While the EU is discussing it, Chile is implementing a new law that obliges all dairy products to state their origin on the front pack with a flag.

Euromonitor International's Know Your Herd: The Rise of Local Dairy 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: 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.

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

What is Local

Local as a Success Factor

A More Localised Future for Dairy

Appendix

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