

Kraft Foods Inc in Packaged Food (USA)

<https://marketpublishers.com/r/K3A77938551EN.html>

Date: December 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: K3A77938551EN

Abstracts

Kraft Foods Inc is focusing its strategies on product innovation and advertising. Many of the company's brands face competition from economy and private label products and Kraft seeks to differentiate itself from these brands by offering innovative line extensions to gain consumer attention, complementing this with advertising campaigns that will seek to gain and retail consumer loyalty. Some of Kraft's product innovations may involve product reformulations and line extensions incorporating...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

KRAFT FOODS INC IN PACKAGED FOOD (USA)

Strategic Direction

Key Facts

Summary 1 Kraft Foods Group Inc: Key Facts

Summary 2 Kraft Foods Group Inc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Kraft Foods Inc: Competitive Position 2014

I would like to order

Product name: Kraft Foods Inc in Packaged Food (USA)

Product link: <https://marketpublishers.com/r/K3A77938551EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K3A77938551EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970