

# Kraft Heinz Co in Packaged Food (World)

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Date: March 2021

Pages: 40

Price: US\$ 570.00 (Single User License)

ID: K087DE45780EN

## Abstracts

Kraft Heinz ranked fourth among the world's packaged food leaders in 2020. The company is focusing on restructuring strategy with a streamlined portfolio. Efforts are focusing on strong mature brands and dynamic performers, and six umbrella platforms will help qualify the different types of growth brought by each brand. Health and wellness drives growth and innovation, and nutrition and convenience are to be reinvented with the help of legacy brands.

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Euromonitor International's Kraft Heinz Co in Packaged Food (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, 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 success.

**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.

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