

Kraft Heinz Co in Staple Foods (World)

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Date: April 2022

Pages: 43

Price: US\$ 570.00 (Single User License)

ID: KC7B1733B3D3EN

Abstracts

Kraft Heinz Co ranked fifth in the global staple foods industry in 2021, focusing mainly on the US market. After a long-term downturn in market share, the company benefited from COVID-19's impact on retail sales. To keep its position in the market, the company is focusing on brand renovation, which will play an essential role in Kraft Heinz's upcoming transformation.

Euromonitor International's Kraft Heinz Co in Staple Foods (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Staple Foods 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.

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