

# Lactalis , Group in Packaged Food (World)

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## Abstracts

Lactalis is one of the most acquisitive dairy producers over 2009-2014. It moved from fourth to third position in global dairy following the acquisition of Parmalat in 2011. The company has continued on its growth path through inorganic means in 2014 with further Latin American, Asian and Australian purchases. As a result, the company has a complex and fragmented brand portfolio. A comprehensive strategy is needed to take advantage of dynamic growth in emerging markets and to rein in costs.

Euromonitor International's Lactalis , Group 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:** 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.

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