

Local Vs Global: How Ingredient Trends Reflect Cultural Shifts

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Abstracts

Interest in global flavours continues to grow at a time when food is increasingly associated with experiences. At the same time, however, a counter-trend is emerging in many markets. Food nationalism is growing, and consumers are proudly consuming their local food. In light of COVID-19, both global and local food trends are evolving, and local food is now playing a new role as a means of supporting the local economy, with consumers looking for ingredients that they trust and know best.

Euromonitor International's Local Vs Global: How Ingredient Trends Reflect Cultural Shifts global briefing offers an insight into to the size and shape of the Packaged Food (Rolling Update) 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 (Rolling Update) 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

Globalisation Boosts Localisation

Conclusion

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