

Mars Inc in Snacks (World)

<https://marketpublishers.com/r/M235B0A215DCEN.html>

Date: October 2023

Pages: 37

Price: US\$ 570.00 (Single User License)

ID: M235B0A215DCEN

Abstracts

As the global leader in chocolate confectionery, gum and fruit and nut bars, Mars Inc is one of the world's most prominent snacks players. Having overcome the setbacks seen during the pandemic, such as a severe hit to impulse/on-the-go purchases, Mars has been facing up to a post-pandemic world battling high inflation. However, the company will continue to build on its iconic brands at the same time as embracing sustainability as well as expanding its presence in key emerging markets.

Euromonitor International's Mars Inc in Snacks (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 Snacks 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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