

Mead Johnson Nutrition Company in Packaged Food (World)

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This report analyses Mead Johnson's packaged food operations. It particularly focuses on the opportunities for the company to maximise its long established market positions and strong brand portfolio by targeting especially the toddler milk formula segment and further expand its geographic market reach to the Asia Pacific and Latin America regions. Also, as to how the company should consider expansion into other baby food categories outside its milk formula operations.

Euromonitor International's Mead Johnson Nutrition Company 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Mead Johnson Nutrition Company in Packaged Food (World)
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December 2011
Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment

Baby Food Category Opportunities
Dairy and Meal Replacement Category Opportunities
Brand Strategy
Operations
Recommendations

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