

Meiji Holdings Co Ltd in Packaged Food (World)

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Abstracts

Meiji is a leading Japanese producer of packaged food. It remains heavily reliant on its domestic market for value sales. The recently announced exit from milk formula in China, however, reflects the challenges faced by foreign players attempting to break into that market. Thailand has emerged as a major target for investment, where Meiji is developing a strong dairy presence. The Japanese market continues to be framed by an ageing population leading to market contraction in core categories.

Euromonitor International's Meiji Holdings Co Ltd 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.

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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.

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