

# Mondelez International Inc in Health and Wellness (World)

<https://marketpublishers.com/r/M3BA28FA3A8EN.html>

Date: October 2017

Pages: 52

Price: US\$ 572.00 (Single User License)

ID: M3BA28FA3A8EN

## Abstracts

With increasing demand for healthy, natural and clean label snacks, Mondelez is setting a number of well-being and sustainability goals to create snacks that can nourish the body and the soul, in order to inspire consumers to snack mindfully. Mondelez should broaden its footprint in emerging countries while focusing on fast growing trends, such as organics and free from, as well as keep moving its portfolio towards healthy savoury snacks like Good Thins or V<sup>é</sup>a in saturated developed markets.

Euromonitor International's Mondelez International Inc in Health and Wellness (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Health and Wellness industry. The report examines company shares by region and sector, 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:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Prime Positioning and Focus Categories by Key Functional Ingredients, Health and Wellness by Type, Health Wellness by Prime Positioning.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Health and Wellness 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

Scope of the Report  
Strategic Evaluation  
Corporate Overview  
Competitive Positioning  
Hw Gum  
Hw Concentrates  
Growing Opportunities  
Recommendations

## I would like to order

Product name: Mondelez International Inc in Health and Wellness (World)

Product link: <https://marketpublishers.com/r/M3BA28FA3A8EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M3BA28FA3A8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970