

# Nestlé SA in Packaged Food (World)

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## Abstracts

Nestlé SA is the leading company in packaged food, but with a decreasing share of the market. To maintain its first position, the company is focusing on high-growth categories and countries. The purchase of the recipe box supplier Freshly in the US and the meal kit service Mindful Chef in the UK demonstrates its interest in booming meal solutions. 2020 has brought new challenges and its focus on digitalisation, value for money and sustainability will be key for Nestlé to win in the new normal.

Euromonitor International's Nestlé SA 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:** 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 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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