

Nissin Foods Holding Co Ltd in Staple Foods (World)

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Abstracts

Nissin's main area of business in staple foods continues to be noodles, in which it is the number two player globally, and the leader in instant noodle cups. However, it is also a top three player in breakfast cereals in its domestic market of Japan. The company strategy of developing "Beyond Instant Foods", which will see launches like the recent Kanzen Meal, claimed to be a "complete nutrition meal", is slated to help it continue growing against a backdrop of a mature noodles market in Japan.

Euromonitor International's Nissin Foods Holding Co Ltd in Staple Foods (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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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