

PepsiCo do Brasil Ltda in Packaged Food (Brazil)

<https://marketpublishers.com/r/P6DBF3830F6EN.html>

Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P6DBF3830F6EN

Abstracts

PepsiCo do Brasil is expected to strengthen its presence in biscuits through brand extensions of popular and traditional brands such as Toddy and Quaker, which received investment to introduce biscuits variants in late 2012. The company also aims to increase its distribution network to reach 450,000 points-of-sale to include grocery retailers in the north, northeast and centre regions, in particular. In biscuits, it is expected that PepsiCo will face stiff competition from leading players, M...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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 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

Strategic Direction

Key Facts

Summary 1 PepsiCo do Brasil Ltda: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 PepsiCo do Brasil Ltda: Competitive Position 2012

I would like to order

Product name: PepsiCo do Brasil Ltda in Packaged Food (Brazil)

Product link: <https://marketpublishers.com/r/P6DBF3830F6EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P6DBF3830F6EN.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