

PepsiCo Inc in Snacks (World)

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Abstracts

PepsiCo is the global leader in snacks. Its strong presence in savoury snacks and wide offer of local flavours have supported growth. The recovery of on-the-go consumption has had a positive impact on retail sales, and the company has innovated with smaller formats targeting impulse purchases. Acquisitions have allowed the company to increase its offer of better-for-you products, while it aims to expand to other categories, such as pretzels, crackers and beef jerky.

Euromonitor International's PepsiCo Inc in Snacks (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit 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 Snacks 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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