

Premiumisation in Australia

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Abstracts

Premiumisation is a key consumer trend in Australia, but it's meaning is changing. Where once price and quality were paramount, consumers are moving to more thoughtful and emotional consumption. Simplification and provenance are also key, with consumers expecting brands to meet these requirements to offer a premium service. This report examines how these trends are playing out in Australia and how companies can take advantage of this.

Euromonitor International's Premiumisation in Australia global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

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.

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