

Purpose-Driven Food Consumers Target Group Developments During COVID-19

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Abstracts

The brand perception and reputation of the company is the most common reason for investing in sustainability according to Euromonitor's Voice of the Industry survey. But what happens to this motivator during a pandemic, when values and priorities shift? Sustainability strategies need an update to align with the social priority in the new normal.

Euromonitor International's Purpose-Driven Food Consumers Target Group Developments During COVID-19 global briefing provides a comprehensive overview of the Dairy Products and Alternatives market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand in informs forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy.

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

Why buy this report?

Get a detailed picture of the Dairy Products and Alternatives 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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