

The Rebirth of Home Country Produce in Fresh Food

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Abstracts

This report highlights global trends impacting fresh food, with a focus on home country consumption and factors influencing this. It details threats to the consumption of home country produce, as well as areas of opportunities for businesses to address the changing retail environment over the forecast period.

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

Product coverage: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, Vegetables.

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

Why buy this report?

Get a detailed picture of the Fresh 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.

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