

Royal FrieslandCampina NV in Dairy Products and Alternatives (World)

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Abstracts

FrieslandCampina is one of the global dairy leaders with a wide presence across the world. In line with a new cost-saving strategy, the company focuses on the high-margin products and core markets, implementing significant structural changes. To reinforce its presence in the Asian and African markets, FrieslandCampina makes considerable investments in the local infrastructure. The company is actively involved in sustainable initiatives supporting farmers and reducing its global footprint. ...

Euromonitor International's Royal FrieslandCampina NV in Dairy Products and Alternatives (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Dairy Products and Alternatives 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: 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.

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