

Serving Sizes in Packaged Food and Drink

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Abstracts

As nutrition legislation continues to evolve, it is critical to evaluate factors that can promote or hamper its efficacy. Serving sizes are an intrinsic part of people's eating habits and have been proven to influence calorie consumption. This briefing explores suggested serving sizes on packaged food and drink products and the existing initiatives around this subject.

Euromonitor International's Serving Sizes in Packaged Food and Drink global briefing offers an insight into the size and shape of the Nutrition market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Alcoholic Drinks, Fresh Food, Packaged Food, Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Nutrition 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.

Contents

Introduction

Legislation and Initiatives

Final Recommendations

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