

Snackification: Snacks, Meals and the Future of Blurred Eating Occasions

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Abstracts

Snackification – a trend in which consumers snack in place of meals – has reshaped both the nutritional and competitive landscape in snacks. This report unpacks the underlying drivers and occasions that have been the primary battleground for this trend. The future of snackification remains uncertain. Innovation in food delivery stands to threaten occasions traditionally dominated by packaged snacks. Brands can use four strategies to sustain the momentum of snackification in an uncertain future.

Euromonitor International's Snackification: Snacks, Meals and the Future of Blurred Eating Occasions 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.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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.

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
Time as Currency
Implications for Food
The Rise of “Snackification”
Dinner and the threat of Prepared Food
Strategies for Snack Manufacturers
Strategies for snack manufacturers

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