

Snacks Appeal: How Brands Identify and Exploit Food Trends

<https://marketpublishers.com/r/S86291AF41BEN.html>

Date: November 2013

Pages: 40

Price: US\$ 2,000.00 (Single User License)

ID: S86291AF41BEN

Abstracts

There have been a host of factors impacting growth in packaged food, but the current buzz is around “healthy snacking”. Beyond the overarching issues of changing, busier lifestyles and global economic development, there are industry-specific fundamentals companies can leverage into long-term growth drivers. This report evaluates the diverse strategies manufacturers are implementing to exploit the opportunities that growing consumer demand for snacks presents.

Euromonitor International's Snacks Appeal: How Brands Identify and Exploit Food Trends 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: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

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

Market Environment to Fuel Snacking

Universal Appeal, Global Brand Building

Combination of Health Trends With Snacking

Right Pricing Strategy Crucial for Success in Snacks

Recommendations

I would like to order

Product name: Snacks Appeal: How Brands Identify and Exploit Food Trends

Product link: <https://marketpublishers.com/r/S86291AF41BEN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S86291AF41BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970