

Soup in Eastern Europe

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Abstracts

The role and relevance of soup is explored in Eastern Europe where this product is largely influenced by long-standing traditions and local cuisines. Poland's key focus is examined on top of taking the most important economic factors into consideration. The most notable product and segment developments are highlighted within the marketplace where competition is highly consolidated but is getting more fierce as soup continues to expand and diversify.

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Euromonitor International's Soup in Eastern Europe 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.

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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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