

The Struggle for Shelf Space: How Private Label Is Impacting Food Brands

<https://marketpublishers.com/r/S0D89073FFBEN.html>

Date: October 2013

Pages: 39

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

ID: S0D89073FFBEN

Abstracts

With the struggle for shelf space at an all time high, this global briefing explores how private label food is developing and where its penetration is threatening the dominance of global food brands. From its domination of the economy ranges through to the use of fantasy brands, this report examines the tactics and priorities for private label food and what successful brands are doing to justify their existence on the supermarket shelf.

Euromonitor International's The Struggle for Shelf Space: How Private Label Is Impacting Food Brands 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.

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