

Tiger Brands Ltd in Packaged Food (World)

<https://marketpublishers.com/r/TE0783B39BAEN.html>

Date: March 2014

Pages: 38

Price: US\$ 572.00 (Single User License)

ID: TE0783B39BAEN

Abstracts

Tiger Brands is the number one player in South African packaged food and a top five player in the wider Middle East and Africa region. The company has been gradually expanding in other African markets but continues to generate the vast majority of its sales in South Africa, particularly in rice, confectionery and canned processed food. Many of its brands are South African household staples.

Euromonitor International's Tiger Brands Ltd in Packaged Food (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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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