

Toms Gruppen A/S in Packaged Food (Denmark)

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Abstracts

Over the forecast period, Toms Gruppen aims to remain the leading company in confectionery in Denmark. To achieve this goal, it will focus on strengthening demand for its well-established brands in the mid-priced segment. However, due to the limited development potential of confectionery in general, the company will also look to enter or strengthen its presence in other categories.

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Product coverage: Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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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.

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