

WH Group in Staple Foods (World)

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Date: March 2024

Pages: 30

Price: US\$ 570.00 (Single User License)

ID: W9238D22BC30EN

Abstracts

WH Group remains the leading processed meat player globally, with a strong position in China and the US as well as a growing presence in Europe. Its globally integrated platform also includes hog production, slaughtering, processing and exports. However, with its packaged meat business dominating its operating profits, WH Group has been closing down or divesting some of its hog processing operations in the US.

Euromonitor International's WH Group in Staple Foods (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Staple Foods industry. The report examines company shares by region and category, 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 its success.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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.

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