

Wilmar International Ltd in Packaged Food (World)

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Abstracts

Wilmar International Ltd is among the top 20 companies in packaged food globally, but its footprint is limited. The firm relies heavily on its distribution capabilities and presence of manufacturing plants across China to be one of the country's key players. Beyond edible oils, Wilmar is engaged in R&D to find ways to benefit from ongoing consumer trends. It is also committed to a long-term goal of being a sustainable brand in response to the controversy surrounding palm oil.

Euromonitor International's Wilmar International 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.

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.

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