

Yakult Honsha Co Ltd in Dairy Products and Alternatives (World)

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Abstracts

With more than 80 years of experience, Yakult ranks second in probiotic yoghurt globally. Its key distinction lies in engaging with consumers from a more personal perspective, and communicating the health benefits of its products directly through its Yakult Ladies system. Its expansion in emerging markets, such as China, as well as in other business sectors, such as pharmaceuticals, will help it to continue to grow in the coming years.

Euromonitor International's Yakult Honsha Co Ltd in Dairy Products and Alternatives (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: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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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