

Yildiz Holdings AS in Packaged Food (World)

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Abstracts

Originally a domestically focused company, Yildiz Holding has made significant moves into the international arena first with the purchase of Godiva in 2008 and subsequently with that of DeMet's and United Biscuits in 2014. The inclusion of these three companies has solidified Yildiz's position in global packaged food while the sale of its dairy business to Lactalis meant that the company is taking active steps to increase its focus on snacking both within and beyond Turkey.

Euromonitor International's Yildiz Holdings AS 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, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, 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.

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