

Yildiz Holding in Packaged Food (World)

<https://marketpublishers.com/r/Y22CDDA385AEN.html>

Date: March 2012

Pages: 35

Price: US\$ 572.00 (Single User License)

ID: Y22CDDA385AEN

Abstracts

Yildiz Holding, the Turkish conglomerate with a wide fmcg portfolio, has been growing rapidly in recent years, especially driven by intense innovation activity and the acquisition of global premium confectionery label, Godiva, in 2008. Further expansion targeting the Middle East and Africa market and continuous portfolio development will have to be its principal strategic directions in order to enhance its status and competitive edge in the global packaged food market...

Euromonitor International's Yildiz Holding 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, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, 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.

Euromonitor International has over 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Yildiz Holding in Packaged Food (World)
Euromonitor International
March 2012
Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Confectionery Opportunities
Bakery Opportunities
Oils and Fats Opportunities
Brand Strategy
Operations
Recommendations

I would like to order

Product name: Yildiz Holding in Packaged Food (World)

Product link: <https://marketpublishers.com/r/Y22CDDA385AEN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Y22CDDA385AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970