

# **Global Agro-Food Products Industry 2013-2018: Trend, Profit, and Forecast Analysis, May 2013**

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## **Abstracts**

The global agro-food products industry is expected to reach \$1,148.3 billion by 2018, with good growth over the next five years. The industry is fragmented with the top 10 companies totaling less than 20% market share. Rising disposable income, increasing awareness of health and wellness, higher population, expanding urbanization, and consumer spending are the major drivers of the industry. Small industry players are involved in strategies such as product differentiation and higher service level delivery to customers, to compete with the large players that enjoy economies of scale.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the industry and presents its findings in "Global Agro-Food Products Industry 2013-2018: Trend, Profit, and Forecast Analysis. Grain mills, cereals, and oils segments dominated the industry. A combination of factors such as rising population and consumer spending influences the market dynamics.

Lucintel's analysis discusses how, in the wake of the ongoing Euro crisis, global GDP contracted. The slowdown in the global economy affected industry revenue. Population control plans in China and India have somewhat slowed the global population growth rate, which negatively impacted the global productivity, specifically in Europe and Japan.

The report states that the rise in disposable income and increasing production volume are anticipated to boost the demand for agro-food, as it is one of the basic consumer needs. With improved production capacities in various countries, the agro-food product market grew in terms of production and sales and infused growth by producing economies of scale.

This study is intended to provide industry leaders with a competitive benchmarking of the global agro-food products industry. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their capabilities and strategies, vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global agro-food products industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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