

2024 Succeeding in the Food and Beverage Market: Supplier Strategies and Capabilities

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Abstracts

Will the industry consolidate, decentralize, or undergo a bimodal transformation?

How will the current trends affect the major market segments?

Which companies will enter the market and which will not survive?

The companies analyzed in this report include:

Anheuser-Busch Inbev

Bimbo

Coca-Cola

Danone

General Mills

Kraft Heinz

Lactalis

Mars

Mondelez

Nestle

PepsiCo

Tyson Foods

Unilever

Individual company reports \$950.

The report provides significant competitor information, analysis and insight critical to the development and implementation of effective marketing and R&D programs.

The analysis includes: Latest organizational and management developments

Acquisitions and divestitures

Marketing tactics

Financial results

Strengths and weaknesses

Strategic directions

In the dynamic and fragmented Food and Beverage industry, besieged by intense competition and rapid change of technological innovations, the ability to anticipate new product introductions and marketing strategies is particularly important...and can spell the difference between success and failure.

The report's objectives include: To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

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