

# What's Driving the Consumer Goods Industry?--Challenges and Opportunities for Suppliers

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Individual company reports \$750.

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

In the dynamic and fragmented Consumer Goods 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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