

World Market for Packaged Food

January 2021

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Scope

Examining five trends shaping the packaged food industry COVID-19: impact on packaged food

GLOBAL OVERVIEW

In-home eating occasions surge benefiting sales through retail The packaged food industry takes the lead in the FMCG space in 2020 Stay-at-home rules fuel sales of cooking ingredients, meals and staples Emerging markets continue to gain ground in the packaged food industry Cooking from scratch and convenient meal solutions grow in parallel Consumer baskets have dramatically changed but will shift back India and Vietnam show strong potential ahead E -commerce accelerates at an all-time speed China and the US: biggest contributors to e-commerce growth

LEADING COMPANIES AND BRANDS

Private label and small brands set to gain further ground Nestlé leads, while PepsiCo and Kraft Heinz accelerate in 2020 Nestlé enhances its ready meals business and DTC models HelloFresh leads growth, followed by local Chinese milk formula brands

TOP FIVE TRENDS SHAPING THE INDUSTRY

The COVID -19 pandemic refocuses the packaged food industry Examining five trends shaping the packaged food industry Economy offerings needed in the light of the economic damage Businesses develop solutions considering price as a key purchase criteria Plant-based accelerates and extends across the food industry Functional food surges by targeting immunity and mental wellbeing Environmental concerns are still top of the agenda... ... but initiatives with a social purpose have accelerated amid the pandemic DTC models flourish among food manufacturers E-commerce as a means of bringing experiences to the home

GLOBAL OUTLOOK

Revisiting the forecast for global packaged food under various forecast scenarios The packaged food industry benefits from its essential nature in 2020 Threats ahead as consumption occasions shift back to original channels Packaged food is projected to deliver slow long-term growth Digitalisation, nutrition and responsible offerings: A bright future ahead

MARKET SNAPSHOTS

Global snapshot of baby food Global snapshot of baked goods Global snapshot of breakfast cereals Global snapshot of dairy Global snapshot of edible oils Global snapshot of processed fruit and vegetables Global snapshot of processed meat and seafood Global snapshot of ready meals Global snapshot of rice, pasta and noodles Global snapshot of sauces, dressings and condiments Global snapshot of soup Global snapshot of sweet spreads Global snapshot of confectionery Global snapshot of savoury snacks Global snapshot of sweet biscuits, snack bars and fruit snacks Global snapshot of ice cream and frozen desserts Regional snapshot: Asia Pacific Regional snapshot: North America Regional snapshot: Latin America Regional snapshot: Western Europe Regional snapshot: Middle East and Africa Regional snapshot: Eastern Europe Regional snapshot: Australasia

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