

Kraft Heinz Co in Dairy Products and Alternatives

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Scope Executive summary

STATE OF PLAY

Top companies at a glance Kraft Heinz's global footprint Kraft Heinz's performance strongly depends on its cheese products and the US market Kraft Heinz is losing market share, but sales rising due to the cheese market's development Lactalis acquires Kraft Heinz's natural cheese businesses

EXPOSURE TO FUTURE GROWTH

US remains the key growth area in the dairy industry for Kraft Heinz Digital transformation to improve Kraft Heinz's personalisation and boost innovation Kraft Heinz is set to keep its position among the top 10 dairy companies Partnership with Microsoft to improve resilience of the supply chain Labelling systems help Kraft Heinz to increase transparency

COMPETITIVE POSITIONING

Chinese dairy companies are gaining in share at the expense of the main Western players Lactalis Groupe is the top dairy competitor for Kraft Heinz Kraft Heinz has a strong presence in cheese globally In the UK, Mondelez widens Kraft Heinz's Philadelphia product line with new flavours Kraft and Philadelphia are Kraft Heinz's leading brands Velveeta's experiments are intended to reinvent the well-known brand

DAIRY

Kraft Heinz relies heavily on the US, while emerging markets have great potential Cheese dominates company sales in all the markets North America and Indonesia are the bulk markets for projected dairy sales

BABY FOOD

Kraft Heinz's baby food sales are concentrated in Western Europe and Asia Pacific Kraft Heinz reinvents its baby food line with launch of Heinz by Nature brand Prepared baby food is the main driver of Kraft Heinz's bay food sales across markets Kraft Heinz launches fully recyclable packages in baby food China is the key region for future growth of Kraft Heinz's baby food sales Kraft Heinz is reducing sugar in baby food

PLANT-BASED DAIRY

ABC by Kraft Heinz is benefiting from growth in plant-based milk Kraft Heinz is increasingly involved in plant-based R&D initiatives Kraft Heinz expands the Philadelphia brand with plant-based options Kraft Heinz is launching its first plant-based cheese in a partnership with the NotCompany

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs Projected company sales: FAQs

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