

# Nestlé SA in Snacks

October 2022

**Table of Contents** 

#### INTRODUCTION

Scope Executive summary

#### STATE OF PLAY

Top companies at a glance Nestlé SA global footprint Company overview Growth decomposition

### EXPOSURE TO FUTURE GROWTH

Exposure to growth Projected rankings R elative performance Competitor overlap Key categories and markets Key brands Attracting consumers with a mix of global and local brands Nestlé steps into savoury snack s market Seasonal, limited-edition and personalised products prove successful Focus on local needs to improve overall performance Ambitious target: Net zero emissions by 2050 Sustainability at the forefront of future strategy Immediate steps towards zero emissions packaging

#### SWEETS BISCUITS, SNACK BARS AND FRUIT SNACKS

Sweets Biscuits, Snack Bars and Fruit Snacks sales by region Top countries by category Projected Sweets Biscuits, Snack Bars and Fruit Snacks sales

#### SAVOURY SNACKS

Savoury Snacks sales by region Top countries by category Projected Savoury Snacks sales

#### CONFECTIONERY

Confectionery sales by region Top countries by category Projected Confectionery sales

#### ICE CREAM

Ice Cream sales by region Top countries by category Projected Ice Cream sales Executive summary

#### APPENDIX

Projected company sales: FAQs Projected company sales: FAQs

## About Euromonitor International

#### spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nestle-sa-in-snacks/report.