

Tyson Foods Inc in Staple Foods

March 2023

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

Tyson Foods Inc's global footprint

Company overview: A leader in chilled and frozen meat and poultry

Growth decomposition: COVID-19, a shift to chicken, and a focused expansion

EXPOSURE TO FUTURE GROWTH

Exposure to growth: US remains top growing market for Tyson Foods

Setting up future market leadership: Tyson Ventures

Global strategy: Joint ventures with local companies

Projected rankings

COMPETITIVE POSITIONING

Relative performance: The battle to maintain market share

Competitor overlap

Key categories and markets

PROCESSED MEAT, POULTRY AND ALTERNATIVE PROTEIN

Tyson Foods benefits from growth in chicken consumption

Brand performances vary

Tyson Foods gains share in plant-based alternatives in Malaysia

Key brands

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research 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/tyson-foods-inc-in-staple-foods/report.