Inflation in Packaged Foods: Causes and Implications of Price Growth

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Unit price rises have significantly impacted retail volume sales of edible oils
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NEXT FOR PACKAGED FOOD INFLATION
The severity of grocery inflation is expected to moderate, but pricing will remain dynamic
Prices forecast to grow across categories, with staple foods benefiting as a grocery priority
With some exceptions, most packaged groceries are set to become price movers
Essentialism, and underlying novel demands, are shaping category performances
While retailers are becoming more active in monitoring and tackling price rises
Opportunities for food players include new recipes and/or new pricing strategies
Volume demand, economic factors and consumer behaviour to determine growth potential

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