



Competitor Strategies in Staple Foods

July 2022

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Key findings

COMPETITIVE LANDSCAPE

Leading companies in staple foods

Most top players depend heavily on staple foods

Difficult to retain shares in increasingly fragmented market

Sales orientated towards developed markets, except for regional powerhouses

Market fragmentation evident in share of active categories

Top players depend heavily on top brands

Fastest growing categories globally

KEY PROTAGONISTS

Grupo Bimbo focuses on healthy and sustainability trends

Shift towards remote working is benefiting Yamazaki Baking

WH Group bets on plant-based food and Eastern Europe

General Mills focus on at home-baking and market momentum in breakfast cereals

Kraft Heinz Co behind de-premiumisation of plant-based food

Kellogg Co emphasises health in cereals

Barilla Holdings gains through market momentum, acquisitions and innovations

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Conclusion

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Projected company sales: FAQs (2)

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