

# Kraft Heinz Co in Staple Foods

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Kraft Heinz is losing market share, together with the other top 10 market players

Tyson Foods Inc is the top competitor for Kraft Heinz in its focus market

Wider geographical coverage in shelf stable fruit and vegetables than in processed meat

Kraft Heinz leads the New Zealand market for staple foods with the Wattie's brand

Healthy novelties in pasta renew the Honig brand

Processed meat brand Oscar Mayer is at the core of Kraft Heinz's position in the US market

Kraft Heinz is expanding partnerships to drive frozen potato category

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Kraft Heinz relies heavily on the US market, while emerging markets have great potential

Processed meat dominates company sales in its main markets

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Projected sales of processed meat, seafood and alternatives to meat

Kraft Heinz is to modernize Oscar Mayer brand to improve its performance

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Latin America sees the fastest growth in sales of processed fruit and vegetables

Heinz Beans are developing in line with the health trend

Frozen potatoes developed in the US, while shelf stable vegetables are geographically spread

In line with the "snackification" trend, Kraft Heinz launches frozen vegetarian snacks

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Key findings

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Projected company sales: FAQs

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