

# Leading Players of the Global Food Industry

## Overview of Groups – SWOTs – Benchmarking – Company Profiles and Financials

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**Exclusive extracts from this 68-page-long report:**

### - **Who are the key players?**

The companies analysed in the report rank among the world's largest packaged food specialists but have very different profiles. Nestlé is, by far, the largest foodmaker, with a highly diversified portfolio, much like direct competitor Pepsico. Except for fast-moving consumer goods giant Unilever, all other groups are food specialists, focused on up to four or five major segments (snacks, dairy, breakfast cereals, sauces, etc.). [...]

Groups analysed in this report include: **Nestlé, Pepsico, Unilever, Mondelez, Danone, General Mills, Kellogg's, Kraft Heinz, Ajinomoto and Yakult.**

### - **What are the players' strategies?**

Largely focused on snacks, Mondelez is faced with many challenges as a significant share of its customer base in mature markets are slowly changing their eating habits. The group is introducing new products to serve the new needs of its customers (low fat biscuits, allergen free chocolate, gluten free snacks, etc.). The group aims to have 50% of its product portfolio in what it calls the "well-being space" by 2020, up from 33% in 2015. 70% of its new products over the period will be dedicated to this growing segment. [...]

### - **What are the players' key growth and profitability drivers?**

General Mills' revenues have been decreasing since 2013, falling by 7.5% over this period. The Asia-Pacific is the only region to report growth. The appreciation of the dollar and lower demand for breakfast cereals have been the main factors behind the adverse impact on General Mills. Plant closures and other cost-cutting initiatives have allowed the group to preserve its profitability. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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