

## **Kraft Heinz Co in Dairy Products and Alternatives (World)**

Global Strategy | 2023-01-01 | 46 pages | Euromonitor

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### **Report description:**

Kraft Heinz Co ranked sixth in the global dairy products and alternatives industry in 2022, focusing mainly on the US market. To strengthen its position in the market, the company is implementing a transformation strategy. It is renovating its brands, revising its portfolio, and focusing on its core categories and high-margin products, including plant-based cheese.

Euromonitor International's Kraft Heinz Co in Dairy Products and Alternatives (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Dairy Products and Alternatives industry. The report examines company shares by region and category, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving its success.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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