

Nestle SA in Dairy Products and Alternatives (World)

Global Strategy | 2023-01-01 | 41 pages | Euromonitor

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Report description:

Nestle SA is the second placed company in dairy products and alternatives, but with a decreasing share of the market. Its new approach to innovation is based on process simplification, an entrepreneurial culture and external collaborations. The company is focusing on high-growth categories, such as coffee whiteners and powder milk, and on enhancing proximity to consumers. Nescafe Plan 2030 will significantly increase investment in sustainability, benefiting dairy products.

Euromonitor International's Nestle SA 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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