

McCormick Co Inc in Cooking Ingredients and Meals (World)

Global Strategy | 2023-04-10 | 32 pages | Euromonitor

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Report description:

McCormick's business is focused on North America, but it is expanding its global footprint. Its focus on flavour solutions appeals to consumers who continue to cook at home, with hybrid working models further boosting this trend. Globalisation of food is expected to boost innovation in its herbs and spices and table sauces. Healthy living is expected to remain a priority, with products high in sugar expected to fall out of favour since consumers are looking for healthier, functional products.

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Euromonitor International's McCormick Co Inc in Cooking Ingredients and Meals (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Cooking Ingredients and Meals 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: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the Cooking Ingredients and Meals 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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reliable information resources to help drive informed strategic planning.

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