

Facing Plant-Based Challenges: Health, Price and Taste

Global Strategy | 2023-05-18 | 41 pages | Euromonitor

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Report description:

A host of challenges to the plant-based alternatives market have seen sales stalling or slowing across some markets, and major producers are reframing their expectations - or exiting altogether. With price, health credentials and taste in the frame, alternatives face a fight to claim greater share from the animal-based products they compete with. This report considers why and looks at how companies are meeting these challenges.

Euromonitor International's Facing Plant-Based Challenges: Health, Price and Taste global briefing provides a comprehensive overview of the Staple Foods market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand in <|Year|> informs forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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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