

Royal FrieslandCampina NV in Dairy Products and Alternatives (World)

Global Strategy | 2024-12-24 | 33 pages | Euromonitor

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Report description:

FrieslandCampina has achieved sustained value growth despite challenging economic conditions in the dairy landscape, showcasing resilience through innovative initiatives across its streamlined business groups. Drinking milk and yoghurt have performed strongly, driven by a surge in general wellness and everyday nutrition. The company remains dedicated to strategic investments in its robust brand portfolio and is focused on enhancing its value proposition to maintain market share.

Euromonitor International's Royal FrieslandCampina NV 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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