

# World Market for Packaged Food

January 2021

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Scope

Examining five trends shaping the packaged food industry

COVID-19: impact on packaged food

## GLOBAL OVERVIEW

In-home eating occasions surge benefiting sales through retail

The packaged food industry takes the lead in the FMCG space in 2020

Stay-at-home rules fuel sales of cooking ingredients, meals and staples

Emerging markets continue to gain ground in the packaged food industry

Cooking from scratch and convenient meal solutions grow in parallel

Consumer baskets have dramatically changed but will shift back

India and Vietnam show strong potential ahead

E-commerce accelerates at an all-time speed

China and the US: biggest contributors to e-commerce growth

## LEADING COMPANIES AND BRANDS

Private label and small brands set to gain further ground

Nestlé leads, while PepsiCo and Kraft Heinz accelerate in 2020

Nestlé enhances its ready meals business and DTC models

HelloFresh leads growth, followed by local Chinese milk formula brands

## TOP FIVE TRENDS SHAPING THE INDUSTRY

The COVID -19 pandemic refocuses the packaged food industry

Examining five trends shaping the packaged food industry

Economy offerings needed in the light of the economic damage

Businesses develop solutions considering price as a key purchase criteria

Plant-based accelerates and extends across the food industry

Functional food surges by targeting immunity and mental wellbeing

Environmental concerns are still top of the agenda...

... but initiatives with a social purpose have accelerated amid the pandemic

DTC models flourish among food manufacturers

E-commerce as a means of bringing experiences to the home

## GLOBAL OUTLOOK

Revisiting the forecast for global packaged food under various forecast scenarios

The packaged food industry benefits from its essential nature in 2020

Threats ahead as consumption occasions shift back to original channels

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Global snapshot of rice, pasta and noodles

Global snapshot of sauces, dressings and condiments

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