

# Unilever Group in Packaged Food - Strategic SWOT Analysis Review and Corporate Finance Report

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*Unilever Group -Market Demand, Growth, Opportunities and Analysis and Forecast To 2022*

PUNE, MAHARASHTRA, INDIA, October 18, 2017 /EINPresswire.com/ -- [Unilever Group](#)

## Description

Wiseguyreports.Com Adds “Unilever Group -Market Demand, Growth, Opportunities and Analysis and Forecast To 2022” To Its Research Database

In recent years, Unilever disposed of several of its food brands, including Bertolli and Skippy, and hived off its European margarine business into a stand-alone division, which it put up for sale in April 2017. Concurrently, the company made some key acquisitions in ice cream, as well as sauces, dressings and condiments in the US, upping its portfolio of sustainable and local lifestyle brands in line with its global sustainable nutrition strategy and profit-led growth.

Euromonitor International's report on Unilever Group delivers a detailed strategic analysis of the company's business, examining its performance in the Packaged food market and the global economy.

Company and market share data provide a detailed look at the financial position of Unilever Group, while in-depth qualitative analysis will help you understand the brand strategy and growth prospects of Unilever Group.

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Euromonitor International's Unilever Group in Packaged Food (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Packaged Food market. The report examines company shares by region and sector, 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 success.

Product coverage: Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

## THIS REPORT EXAMINES:

- Company share by region and sector
- Brand portfolio
- New product developments
- Marketing and distribution strategies

A detailed SWOT analysis of Unilever Group provides strategic intelligence on:

Strengths and weaknesses

Category and country opportunities for growth

Challenges and threats from current competition and future prospects

Global and regional market positions

Research You Can Trust:

Euromonitor International's company profile reports are written by our Packaged food research team, a dedicated group of analysts that knows the industry inside and out.

Buy this report to inform your planning, strategy, marketing, sales and competitor intelligence functions.

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Scope

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Increasing overlap with Kraft Heinz could be a cause for concern

Beyond the bottom line: Kraft Heinz's failed bid for Unilever

Sales of products with an ethical claim

### BRAND STRATEGY

Unilever's portfolio houses a number of global and local brands

Hellmann's and Ben & Jerry's champion Unilever's growth

Knorr might be global, but its innovation is local

France remains Magnum's top market; Thailand its fastest growing

## ICE CREAM AND FROZEN DESSERTS

Unilever the strong leader in ice cream, and will remain so

Western Europe remains Unilever's biggest region

Unilever grows ahead of the market in its core countries

Plant-based ice cream a key driver of growth in the US

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McCormick and Unilever: Towards a similar value proposition

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Growing popularity of ethnic dishes takes its toll on Unilever brands

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Japan and China offer the largest sales opportunities in sauces

## BUTTER AND MARGARINE

Unilever unveils decision to offload its margarine and spreads unit

Unilever squeezed by private label products

Unilever grows below the average in almost all markets

Some untapped opportunities in Africa, Asia and Eastern Europe

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