Top Global Food and Beverage Companies: Strategies for Success

Description: Global branding in the food and beverage consumer packaged goods industry has never been more challenging. Manufacturers are undoubtedly used to working in a ‘fast moving’ industry but in recent years the pace of change has accelerated. In many Western major food and drink markets, the level of competitiveness has been elevated by low volume growth and reduced margins, brought about by market saturation and the rising cost of raw materials. Added to this, retailers have been hugely successful at building premium offerings that compete head on with brands in terms of quality and value. The quest for innovation is becoming harder, forcing businesses to rethink the way they do business, formulate strategy and deliver on consumer expectations.

One of the most notable industry catalysts has been servicing a consumer with increasingly sophisticated tastes, preferences and power. Today, consumers are highly marketing-savvy and have greater expectations of brands not just in terms of quality and service, but honesty and transparency in how they run their business. Global brands are now confronted with a consumer that is willing and able to voice opinions about a brand and spread it like wildfire via online communities.

Health and convenience remain two of the biggest mega trends confronting manufacturers and play a significant role in shaping product strategy. Environmental concerns are rising, however, and the ‘green element’ is opening up a new set of issues manufacturers need to deal with, notably with regard to packaging and transportation. Devising and executing a robust corporate social responsibility strategy that deals with these issues is becoming a key requirement for global food and beverage brands.

Faced with limited volume growth in major developed markets, high-growth developing markets are becoming much more important to the bottom line. Mergers, acquisitions and partnerships are on the rise as food and drink brands look to establish and build their brands in international markets.

In response to these challenges, global brands are investing heavily in becoming better innovators, focusing more closely on using data and insight to drive strategy. As a consequence, there is a shift to becoming focused around a core mission or smaller set of brands, on which the company can build its foundations and evolve. Innovation is moving quietly into new avenues, where science can create real product differentiation.

From a communications standpoint, new and exciting avenues are being pursued as marketers embrace a wider range of media - offline and online - and build more targeted and intimate experiences for their customers. The power of digital platforms is creating new opportunities for food and drink marketers to build brand awareness and converse with consumers well away from the point of sale, but very much part of an integrated communications strategy.

Top Global Food and Beverage Companies: Strategies for Success explores the features and strategies of eight companies that have played a key role in shaping the global food & beverage industry. The report showcases the strategies that have underpinned the success of these companies and their brands, along with the highly complex challenges they face for the future. In addition to eight in-depth brand profiles, the report discusses the commonalities and distinguishing features of global brand strategies, from product development and innovation, through to marketing communications and distribution. The eight companies are:

Anheuser-Busch (InBev)
Coca-Cola
Danone
Heinz
Kraft Foods
Nestlé
Wrigley (Mars)

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Report Methodology

The information in Top Global Food and Beverage Companies: Strategies for Success is based on primary and secondary research. Secondary research entailed data gathering from relevant sources, including industry and association publications, trade press, company literature and corporate annual reports. Primary research consists of a series of in-depth interviews with brand experts, associations and consultants to the CPG industry, in order to more closely understand the challenges brands face.

What you'll get in this report

Top Global Food and Beverage Companies: Strategies for Success contains a unique mix of consumer, market and industry insight with international scope. It highlights the international strategies employed by some of the most successful leading brands in the industry and discusses the challenges faced by companies both now and in the future.

How you'll benefit from this report

This report will serve as a benchmarking tool for companies and brands either looking to grow their industry presence on a domestic or international level or for smaller brands with big ambitions. The report provides a comprehensive overview that cannot be found in a single source, including insight from multiple products categories and markets.

This report will help:

Marketing managers including brand, product and communication specialists to identify industry challenges, market opportunities and help formulate marketing strategy in multiple areas.

Business development executives and entrepreneurs in the food and beverage field to understand the landscape, the competitive set, and act as guidance to develop a ‘go-to-market’ strategy.

Research and development professionals stay on top of competitor initiatives and explore demand for food and beverages.

Marketing and branding agencies working with clients in the food and beverage industries understand the issues affecting them and identify insights to develop messaging and creative ideas that resonate with the target audience.

Business and information researchers that require valuable insight to pass on to in-house market researchers, business managers and other employees.

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