



DAIRY & DAIRY ALTERNATIVE DRINKS

MARKET UPDATE





Abstract

Constantly evolving consumer preferences, the relentless pace of innovation in product and packaging, and the evershifting nature of the product landscape can all make it hard to truly keep on top of where your market is heading.

Gama's Market Update strips away the 'noise' and helps to separate fact from fiction. By combining the very latest need-to-know information and insights from Gama Compass™, Gama's quarterly roundup will provide you with an evidence-based approach to support your product strategy and will leave you primed to capitalize on the opportunities that will drive the success of your business.

REASONS TO PURCHASE

- Get inspired by the latest innovations and discover new ideas to feed into your own product development cycles.
- Keep an eye on the latest launches so you can always stay one step ahead.
- React swiftly to market changes by keeping abreast of the latest trends in flavours, packaging, claims and more.
- Use key intelligence to sharpen your strategy and boost revenues and profitability.

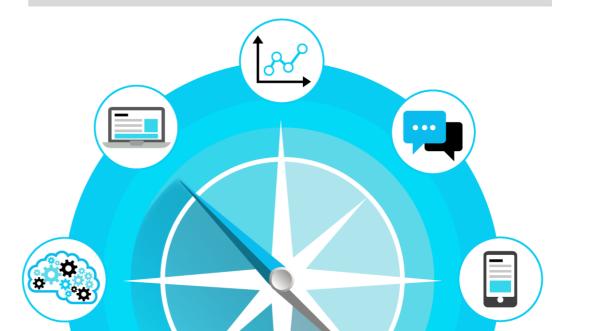


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ABOUT THIS SERIES

up-to-date information on the latest launches an industry stories, Gama's Market Update – publishe four times a year – lets you explore your market i unparalelled detail. Study NPD trends in price claims, flavours, packaging and more. Learn from th latest game-changing innnovations and production and productions. Keep track of the important news an events impacting dairy & dairy alternative drinks.

The Market Update series is underpinned by Gama Compass™, th world's most detailed source of new product information. Powered by ounetwork of over 100 in-country experts in 46 key markets, Gam Compass™ offers an unrivalled perspective on the world of production.

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