

DAIRY

MARKET REVIEW



Market Review

YOUR COMPLETE PICTURE ON TRENDS IN GLOBAL SNACKS

- Gama's annual deep-dive into the global snacks market gives you unprecedented detail on key trends and developments impacting the space.
- Understand the evolution of product claims, the changing nature of ingredients, flavours and nutrition, and advances in packaging, as well as profiling key industry players and individual snack categories. Study the very best in snack innovation from the past year.



Abstract

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

Gama's Market Review is designed to give you a complete picture on product and innovation trends in your market over a 12-month period, through a combination of highly granular data and unique insights. Unpick changes in claims and product features, monitor patterns in product formulations and packaging, and learn from key launches and innovations. Study the leading players and drill down to the category and region level for a truly comprehensive perspective on NPD in your market.

REASON TO PURCHASE

- 
Get inspired by the latest innovations and discover new ideas to feed into your own product development cycles.

- 
React swiftly to market changes by keeping abreast of the latest trends in ingredients, flavours, pricing, packaging, claims and more.

- 
Benchmark your own NPD activity against the leading industry players and the market as a whole.

- 
 Use key intelligence to **sharpen your strategy** and **boost revenues** and profitability.

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Key trends

01. Claims & attributes analysis

- Claims over time
- Claims by region
- Claims versus industry
- Private label penetration

02. Pricing analysis

- Launch prices over time
- Launch prices by region

03. Ingredients, flavours & nutrition

- Ingredients over time
- Flavours over time
- Trends in calorie, carbohydrate, sugar, fat, protein and salt content

04. Packaging analysis

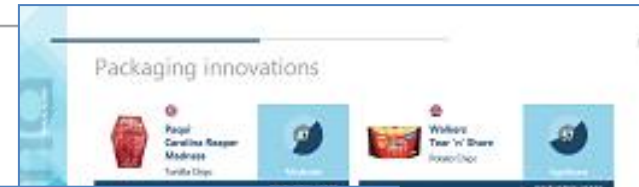
- Packaging formats
- Packaging designs
- Packaging innovations

05. Key companies

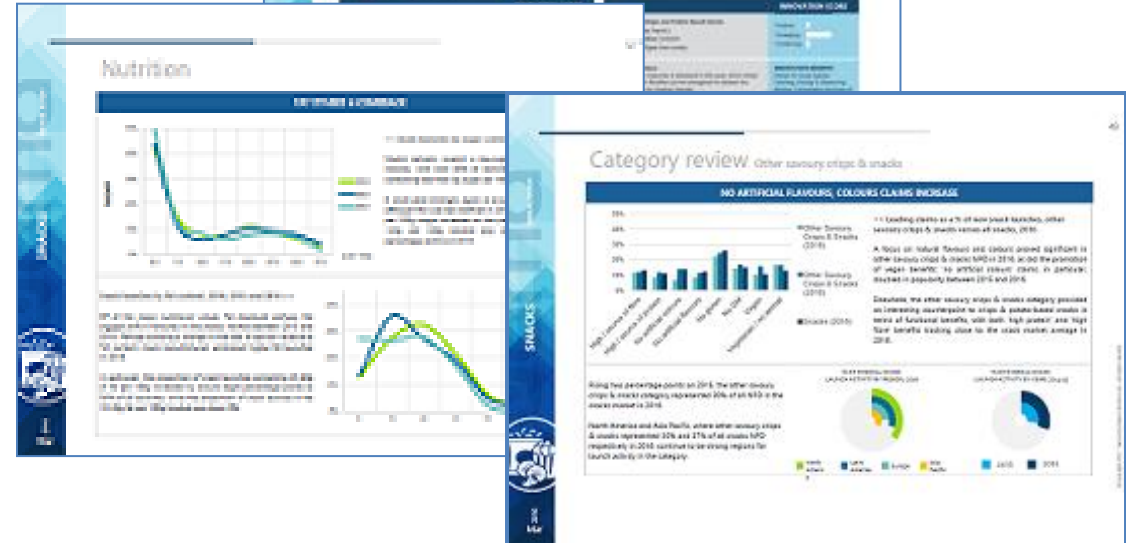
- Danone
- Muller
- Nestle
- Arla

06. Category review

- Milk & cream
- Dairy alternative products
- Yoghurt
- Cheese
- Spreads



Images are illustrative



LICENCE OPTIONS

Country Licence	Enterprise Licence
<p>£4,450</p> <p>\$ 5,700</p> <p>€ 5,250</p>	<p>£6,675</p> <p>\$ 9,080</p> <p>€ 7,880</p>