

# Competitor Strategies in Staple Foods

April 2025

**Table of Contents** 

#### INTRODUCTION

Key findings

Scope: Market fragmentation

#### COMPETITIVE LANDSCAPE

Companies at a glance

Industry dependence

Granularity of growth

Emerging vs developed markets

Company strength

Brand portfolio

Prospects

#### LEADING COMPANIES

Grupo Bimbo balances pricing/volume mix and continues acquisitions

Kraft Heinz accelerating to achieve greater growth

Kellanova faces future under Mars after a year of improved margins

WH Group restructuring continues

Tyson sees success through multi-protein strategy, despite beef drag

Barilla seeks safety in increased diversification

Yamazaki forecast to see further pastries-led growth

General Mills focuses on core brands in face of "stabilisation"

#### **OVERARCHING TRENDS**

Dealing with volatile costs unites companies across the staple foods spectrum

Kroger continues private label expansion with "trendy" staples

Tariffs loom large and pile uncertainty onto strategies

Emphasising simplicity and health in the face of scepticism of processed foods

WK Kellogg faces investigation over ingredients

Facing and adapting to climate change

### CONCLUSION

Key findings

Recommendations

## **APPENDIX**

Projected company sales: FAQs (1) Projected company sales: FAQs (2)

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-staple-foods/report.