



Competitive Landscape Analysis

Food & Beverage

The client is the second largest food and beverage company in the world whose brands are available in more than 200 countries and territories around the world. The client wanted to understand the competitive scenario of their products (potato chips, tortilla chips and extruded chips) across Russia, Poland and Turkey.

Report Scope

- Market overview
- Market trends
- Drivers
- Challenges/ Inhibitors
- Competitor analysis- Top brands
 - Company overview
 - Name
 - Location
 - Headquarters
 - Employee size
 - Revenue (Break-up by product line)
 - Net profit
 - Product range
 - Key brands
 - Distribution channels
 - Price range/margins
 - At wholesaler level
 - At end customer level
 - Trade schemes offered to wholesalers, distributors, retailers
 - Consumer promotions (coupons, buy one get one free, contests, demos, samples, prizes, referral gifts, POS-POP, others)
- Future outlook
 - Conclusion

