

# Mondelez International Inc in Health and Wellness (World) 2017 Size, Share, Growth, Trends and Forecast by 2022

*WiseGuyReports.com adds "Mondelez International Inc in Health and Wellness Market 2017 Global Research Report Forecasting to 2022" reports to its database.*

PUNE, INDIA, November 10, 2017  
/EINPresswire.com/ -- [Mondelez International Inc in Health and Wellness Market:](#)

## Executive Summary

With increasing demand for healthy, natural and clean label snacks, Mondelez is setting a number of well-being and sustainability goals to create snacks that can nourish the body and the soul, in order to inspire consumers to snack mindfully. Mondelez should broaden its footprint in emerging countries while focusing on fast growing trends, such as organics and free from, as well as keep moving its portfolio towards healthy savoury snacks like Good Thins or Vea in saturated developed markets.

Mondelez International Inc in Health and Wellness (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Health and Wellness industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Prime Positioning and Focus Categories by Key Functional Ingredients, Health and Wellness by Type, Health Wellness by Prime Positioning.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Request Sample Report @ <https://www.wiseguyreports.com/sample-request/2476635-mondelez-international-inc-in-health-and-wellness-world>

Mondelez International Inc delivers a detailed strategic analysis of the company's business, examining its performance in the Health and Wellness market and the global economy.



Mondelez International Inc in Health and Wellness

Company and market share data provide a detailed look at the financial position of Mondelez International Inc, while in-depth qualitative analysis will help you understand the brand strategy and growth prospects of Mondelez International Inc.

#### THIS REPORT EXAMINES:

Company share by region and sector

Brand portfolio

New product developments

Marketing and distribution strategies

A detailed SWOT analysis of Mondelez International Inc provides strategic intelligence on:

Strengths and weaknesses

Category and country opportunities for growth

Challenges and threats from current competition and future prospects

Global and regional market positions

Why buy this report?

- \* Get a detailed picture of the Health and Wellness market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

For further information on this report, visit - <https://www.wiseguyreports.com/enquiry/2476635-mondelez-international-inc-in-health-and-wellness-world>

Table of Contents

Scope

#### STRATEGIC EVALUATION

Key company facts

SWOT: Mondelez International Inc

Key strategic objectives and challenges

#### CORPORATE OVERVIEW

FF and reduced sugar: Mondelez's strengths in the HW space

Mondelez's focus diverges in developed and emerging countries

Mondelez focuses on cost reduction and innovation

Malware incident results in net revenue decrease in Q2 2017

Mondelez in the overall food and drinks industries

Well-being and sustainability goals at the heart of Mondelez

HW by prime positioning

Oral and respiratory health dominates Mondelez HW positionings

## COMPETITIVE POSITIONING

Mondelez ranks seventh in the global HW market

A need to strengthen in the NH and free from categories

Scope for Mondelez to increase share in Chile and China

Competitive landscape for Mondelez

Mondelez competes with Mars globally

## HW GUM

Emerging countries boost growth of Mondelez's sugar-free gum

Latin America shines in Hw Gum

Natural ingredients in order to revive sugar free gum in the US

Developed countries expected to struggle in Hw Gum

Emerging countries in need to be targeted

## HW CONCENTRATES

Latin America is the key market for Mondelez's Hw concentrates

Tang and Clight are the stars in HW powder concentrates

Not a bright future for powder concentrates in WE and NA

What is next in HW concentrates?

## GROWING OPPORTUNITIES

Belvita : A nutritious choice for consumers

Tapping into the free from space to boost growth

Organic ranges the way to go in developed countries

Moving into savoury snacks

Healthy and clean label savoury snacks: The way forward

## RECOMMENDATIONS

Recommendations

## APPENDIX: COMPETITOR ANALYTICS

Competitor Analytics tool

Overview

Competitors

Market Overlap

Treemap

Overlap Matrices

## APPENDIX: INDUSTRY FORECAST MODEL

About Euromonitor International's Industry Forecast Model

Soft drivers and the Industry Forecast Model

Growth decomposition explained

Significance and applications for growth decomposition

Key applications for Industry Forecast Models

Continuous...

Buy this Report @ [https://www.wiseguyreports.com/checkout?currency=one\\_user-USD&report\\_id=2476635](https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=2476635)

Norah Trent  
WiseGuy Research Consultants Pvt. Ltd.  
+1 646 845 9349 / +44 208 133 9349  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.