



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

# Top 10

## Global Food and Beverage Companies M&A, Joint Ventures, R&D Pipeline, and Strategies

A THOUGHT-PROVOKING REPORT ON PERFORMANCE, CAPABILITIES, GOALS AND STRATEGIES OF THE MAJOR COMPETITORS IN THE WORLDWIDE FOOD AND BEVERAGE MARKET

- A-B InBev • Nestlé
- Cargill • PepsiCo
- Coca-Cola • SABMiller
- Kraft • Tyson
- Mars • Unilever

Contains nearly 600 pages and 75 tables



VENTURE PLANNING GROUP

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INFORMATION • INTELLIGENCE • ANALYSIS • INSIGHT

# Rationale & Objectives

A strategic assessment of the competitive environment is unquestionably one of the highest priority management responsibilities -- crucial to business survival, growth and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, especially Planning, Marketing, R&D and Manufacturing.

In a highly dynamic and fragmented food and beverage industry, besieged by intense competition, the ability to anticipate new product introductions and marketing strategies is particularly important... and spells the difference between success and failure.

The **Top 10**, a unique series of market intelligence studies first introduced by VENTURE PLANNING GROUP in 1987, is designed to provide the food and beverage industry executives with strategically significant competitor information, analysis and insight, critical to the

development and implementation of effective business, marketing and R&D programs. The study's major objectives include:

- To establish a comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading food and beverage companies.
- To help current suppliers realistically assess their financial, marketing, and technological capabilities vis-a-vis leading competitors.
- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.
- To complement the organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation, and insight.

## Study Content

### WORLDWIDE MARKET OVERVIEW, 2008-2013

The study will provide a concise worldwide strategic overview of the food and beverage industry, including the 2008-2013 forecasts for major geographic regions, market segments and product categories.

In addition, a review of the U.S. and international demographic, social, economic, technological and regulatory trends with potentially significant impact on the food and beverage market during the next five years will be presented.

The following companies have been selected as the **Top 10** suppliers with the highest worldwide sales of food and beverage products:

- A-B InBev
- Nestlé
- Cargill
- PepsiCo
- Coca-Cola
- SABMiller
- Kraft
- Tyson
- Mars
- Unilever

### COMPANY STRATEGIC ASSESSMENTS

For each of the **Top 10** companies, the report will provide an approximately **60-page** strategic analysis, including:

#### SECTION I: EXECUTIVE SUMMARY

- A 3-5 page synopsis of key sections.

#### SECTION II: BUSINESS ORGANIZATION

- History of the company's food and beverage business evolution, which is important to understanding the corporate culture, management mentality and strategies.
- Recent acquisitions, divestures, and organizational changes.
- Current organizational structure.

#### SECTION III: SENIOR MANAGEMENT

- Background of senior managers.

#### SECTION IV: FACILITIES AND EMPLOYEES

- Major administrative, manufacturing, and R&D facilities in the U.S. and abroad.
- Manufacturing practices.
- New plants under construction.
- The U.S. and international workforce.

#### SECTION V: TECHNOLOGICAL KNOW-HOW

- Internally developed and acquired technologies, processes and related capabilities.
- Proprietary know-how and patent litigations.

#### SECTION VI: PRODUCT PORTFOLIO ANALYSIS

- Extensive review of major product lines.
- Most recent new product introductions and line extensions.

#### SECTION VII: MARKETING TACTICS

- Sales force in the U.S. and international markets.
- Distribution strategies.
- Promotional tactics.
- Innovative packaging approaches.

#### SECTION VIII: FINANCIAL ANALYSIS

- The U.S. and international food and beverage sales and operating profit by geographic region, market segment, division and product line.
- Five-year food and beverage sales and operating profit performance.

- Shipment/barrelage by brand/geographic region.

#### **SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS**

- Estimated R&D budget.
- Research facilities and staff.
- New technologies, products and product line extensions in development.

#### **SECTION X: COLLABORATIVE ARRANGEMENTS**

- Major joint ventures, product development and marketing partners.
- Terms of collaborative agreements and specific products involved.

#### **SECTION XI: STRATEGIC DIRECTION**

- Specific business, new product development and marketing objectives and strategies.
- Strengths and weaknesses.
- Anticipated acquisitions, joint ventures and divestitures.

## **C**OMPARATIVE ANALYSIS

In this section of the report, the Top 10 companies will be ranked according to the following criteria:

- Food and beverage product sales and ranks.
- Operating profit and margins.
- Sales force size.
- R&D expenditures, and others.

# *Methodology*

The report will be based on a combination of primary and secondary information sources, including interviews with executives and industry experts, as well as the information generated at major industry shows, marketing conferences and scientific symposia occurring during the course of the study.

Venture Planning Group's proprietary data files, which contain current information on major food and beverage companies, technologies, products and executives worldwide, will be thoroughly searched to retrieve any information pertinent to the **Top 10** companies' capabilities and strategies. These files have been developed in the course of over 100 syndicated studies and numerous proprietary single-client assignments.

In addition, a comprehensive review of the **Top 10** companies' product and financial literature, business and technical periodicals, and pertinent industry analyst reports will be conducted.

## **LEADING FOOD AND BEVERAGE COMPANIES FINANCIAL ANALYSES**

### **List of Tables**

- Table AB-1: A-B InBev Sales and Operating Profit Growth  
Table AB-2: A-B InBev Sales by Geographic Region  
Table AB-3: A-B InBev Sales Growth by Geographic Region  
Table AB-4: A-B InBev Operating Profit and Margins by  
Geographic Region  
Table AB-5: A-B InBev Operating Profit Growth by Geographic Region  
Table AB-6: A-B InBev Case Volume by Country  
Table AB-7: A-B InBev North American Case Volume By Brand
- Table CA-1: Cargill Sales and Operating Profit Growth  
Table CA-2: Cargill Sales by Major Subsidiary  
Table CA-3: Cargill Sales Growth by Subsidiary  
Table CA-4: Cargill Sales by Geographic Region  
Table CA-5: Cargill Sales Growth by Geographic Region
- Table CC-1: Coca-Cola Sales and Operating Profit Growth  
Table CC-2: Coca-Cola Sales by Geographic Region  
Table CC-3: Coca-Cola Sales Growth by Geographic Region  
Table CC-4: Coca-Cola Operating Profit and Margins by  
Geographic Region  
Table CC-5: Coca-Cola Operating Profit Growth by  
Geographic Region  
Table CC-6: Coca-Cola Case Volume by Country  
Table CC-7: Coca-Cola North American Case Volume by Brand
- Table KR-1: Kraft Sales and Operating Profit Growth  
Table KR-2: Kraft Sales by Major Subsidiary  
Table KR-3: Kraft Sales Growth by Subsidiary  
Table KR-4: Kraft Sales by Geographic Region  
Table KR-5: Kraft Sales Growth by Geographic Region
- Table MA-1: Mars Sales and Operating Profit Growth  
Table MA-2: Mars Sales by Major Subsidiary  
Table MA-3: Mars Sales Growth by Subsidiary  
Table MA-4: Mars Sales by Geographic Region  
Table MA-5: Mars Sales Growth by Geographic Region

Table NE-1: Nestle Sales by Business Area  
Table NE-2: Nestle Sales and Operating Profit Growth  
Table NE-3: Nestle Sales by Geographic Region  
Table NE-4: Nestle Food and Beverage Sales by Product Group  
Table NE-5: Nestle Food and Beverage Operating Profit and Margins by Product Group  
Table NE-6: Nestle Milk, Nutrition and Ice Cream Sales by Product Line  
Table NE-7: Nestle Beverage Sales by Product Line  
Table NE-8: Nestle Prepared Dishes and Cooking Aids Sales by Product Line  
Table NE-9: Nestle Chocolate, Confectionery and Biscuit Sales by Product Line  
Table NE-10: Nestle Food and Beverage Sales Growth by Product Line

Table PC-1: PepsiCo Sales by Business Segment  
Table PC-2: PepsiCo Operating Profit and Margins by Business Segment  
Table PC-3: PepsiCo Sales by Division and Geographic Region  
Table PC-4: PepsiCo Operating Profit by Division and Geographic Region  
Table PC-5: PepsiCo Sales Growth by Business Segment  
Table PC-6: PepsiCo Operating Profit Growth by Business Segment  
Table PC-7: PepsiCo Frito-Lay Volume Share by Geographic Region  
Table PC-8: PepsiCo Frito-Lay North America Sales by Distribution Channel  
Table PC-9: PepsiCo Frito-Lay North America Sales by Product Line  
Table PC-10: PepsiCo Beverage Volume Share by Geographic Region  
Table PC-11: PepsiCo Volume Share by Distribution Channel  
Table PC-12: PepsiCo North America Volume Share by Product Line  
Table PC-13: PepsiCo Quaker Food North America Sales by Product Line

Table SM-1: SABMiller Sales and Operating Profit Growth  
Table SM-2: SABMiller Sales by Geographic Region  
Table SM-3: SABMiller Sales Growth by Geographic Region  
Table SM-4: SABMiller Operating Profit and Margins by Geographic Region  
Table SM-5: SABMiller Operating Profit Growth by Geographic Region  
Table SM-6: SABMiller Case Volume by Country  
Table SM-7: SABMiller North American Case Volume By Brand

Table TY-1: Tyson Sales by Business Segment  
Table TY-2: Tyson Sales Growth by Business Segment  
Table TY-3: Tyson Operating Profit Growth by Business Segment  
Table TY-4: Tyson Sales by Distribution Channel  
Table TY-5: Tyson International Sales by Country  
Table TY-6: Tyson Beef Sales by Distribution Channel  
Table TY-7: Tyson International Beef Sales by Country  
Table TY-8: Tyson Chicken Sales by Distribution Channel  
Table TY-9: Tyson International Chicken Sales by Country  
Table TY-10: Tyson Prepared Foods Sales by Distribution Channel  
Table TY-11: Tyson International Prepared Foods Sales by Country

Table TY-12: Tyson Pork Sales by Distribution Channel

Table TY-13: Tyson International Pork Sales by Country

Table UN-1: Unilever Sales by Operation

Table UN-2: Unilever Sales by Geographic Region

Table UN-3: Unilever Sales Growth by Geographic Region

Table UN-4: Unilever Operating Profit and Margins by Operation

Table UN-5: Unilever Profit and Margins by Geographic Region

Table UN-6: Unilever Operating Profit by Geographic Region

Table UN-7: Unilever Food and Beverage Sales by Product Group

Table UN-8: Unilever Food and Beverage Sales Growth by Product Group

Table UN-9: Unilever Food and Beverage Operating  
Profit and Margins by Product Group

Table UN-10: Unilever Food and Beverage Operating  
Profit Growth by Product Group

Table UN-11: Unilever Food and Beverage Sales by Product Line