



Euromonitor
International

Inflation Surge: Packaged and Fresh Food

November 2022

Table of Contents

INTRODUCTION

Scope

Key findings

GLOBAL OUTLOOK/MACROECONOMIC UPDATE

Global growth outlook continues to worsen amid rising recession risks

Persistent and broadening inflation significantly reduces consumer spending power

Real GDP annual growth forecasts and revisions from last quarter

INFLATION SURGE IMPACT ON FOOD

The many layers of global inflation

Industry impact: Rising commodity, labour and logistics costs

Deconstructing inflation drivers for the food industry

Company impact: Price increases, target revisions and reformulations

National protectionism drives up commodity prices further

Fresh food: Growth in cost of commodities, fertilisers, labour and logistics affects prices

Staples: Categories heavily dependent on cereals are particularly hit by the war

Category focus: Bread across the world

Dairy products: Costs of fuel, fertilisers and feed affect prices of milk, yoghurt and cheese

Snacks: High increase in ingredient costs leads manufacturers to adjust recipes

Category focus: Tablets in the US

Cooking ingredients and meals: Edible oils and table sauces particularly affected

Category focus: Edible oils in the world

Food product positioning: Organic claims victims of dwindling consumer confidence

CONSUMER RESPONSE AND OPPORTUNITIES

Consumer response depend on income, brand loyalty and perceived value

Consumers shifting towards private label

Opportunities for food players include new recipes and/or new pricing strategies

Latin America, the region with the highest rate of inflation in 2022, illustrates global trends

Conclusion: Final considerations

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 focussing 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/inflation-surge-packaged-and-fresh-food/report.