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Probiotics: Successful Strategies from the Global Marketplace



Published April 2008

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ABOUT THIS REPORT

This report is written for anyone trying to develop an effective strategy in the challenging and fast-changing area of probiotics. It provides executives in marketing, technical, innovation and NPD roles with real-world insights that can be applied in any setting.

It sets out the seven steps to creating a successful probiotic brand and describes probiotic strategy both in dairy and emerging new segments such as fruit juice and solid foods.

The report begins with a concise 35-page analysis of successful probiotic strategies setting out:

- which marketing techniques are most effective and why
- how probiotic products are priced and how some can achieve super-premium prices
- how packaging innovation can be used to differentiate a product and achieve a premium price
- why you should create a new brand rather than extend an existing brand
- why successful brands are the ones that create new categories or new segments.

This practical analysis is supported over the following 70 pages by **13 detailed case studies**, all illustrated with supermarket sales data and all based on interviews with senior executives at the companies concerned.

ISBN: 123456

Published April 2008

FORMATS & PRICING

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