



Euromonitor  
International

# WH Group in Staple Foods

March 2024

Table of Contents

## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

WH Group remains in fourth place in global staple foods

## STATE OF PLAY

WH Group's global footprint

China and the US account for 90% of WH Group's staple foods sales

Market momentum the main growth driver for WH Group over 2020-2023

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## EXPOSURE TO FUTURE GROWTH

China, the US and Poland stand out as growth areas for WH Group

Yamazaki expected to continue slipping down the staple food rankings

## COMPETITIVE POSITIONING

Shrinking shares for many of the top 10 players in staple foods

## COMPETITIVE POSITIONING

Major overlaps with Hormel Foods, Tyson Foods and Kraft Heinz in the US?

WH Group's key categories and markets

WH Group's key brands

Packaged meats and pork have similar sales, but the former dominates operating profits

WH Group has a very narrow focus compared to some of its staple food peers

## PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT

Eastern Europe recording the strongest growth

WH Group expanding its presence in Eastern Europe

## KEY FINDINGS

Executive summary

## APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wh-group-in-staple-foods/report](http://www.euromonitor.com/wh-group-in-staple-foods/report).