

Unilever
 Benetton, Marks & Spencer, H&M, Carrefour and Aldi, Marks & Spencer and Carrefour
 - More than 100 brands in Europe, Canada, and the USA
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Global Market
 - Expansion into China and Brazil, whose annual sales are rising 15.7% and 9%, respectively
 - Global ice cream sales are rising 2.5% annually
 - Western Europe: \$21.5 billion worth of frozen desserts last year
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 - North America: \$24.3 billion worth

Unilever's Global Strategy
 - Unilever is a global company with a focus on consumer goods
 - The company is committed to sustainable living
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Magnus - An Unilever Brand
 - Magnus is a premium ice cream brand
 - The brand is available in the UK
 - Ailsa Evans is the brand ambassador

Competition
 - Main competitors are Häagen-Dazs and Benetton
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 - Unilever and Benetton are the main competitors



Short Price
 - Large market share of 31.2% in the global ice cream market
 - 47% share in the super premium ice cream market
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 - Large amount of market share in the Benetton brand and other

Unilever Ice Cream Europe (B): The In-Home MWB Market Dive

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Unilever

Ben and Jerrys, Magnum, Solero, HB, Carte d'or and Vientte, Walls, and Cornetto

- Global market, Mexico, Europe, Canada, and the USA.

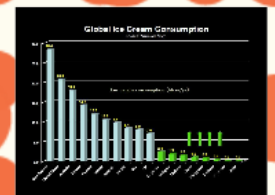
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Global Market



- Expansion into China and Brazil, where annual sales are soaring 8.5% and 8%, respectively
- Global ice cream sales are rising 2.5% annually
- Western Europe= \$21.5 billion worth of frozen desserts last year
- North Americans= \$16.3 billion worth.

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Unilever's ethical stance.

- Sustainable living
- Improve the health and well-being of more than a billion people
- Halve the environmental impact of our products
- Wants to create a positive impact.

Helps create jobs for university students by working with russel group universities eg Liverpool.

Magnum- An Unilever Brand

- Magnum-branded cafes = luxury proposition.

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- Magnum is excelling in the West
- Adds layers of 'premiumisation'



Competitors

Nestle:

owns brands such as Haagen-Daz and Dreyers

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Unilever and Nestle= 1/3 of the market.

Nestlé



Share Price

- Large market share of 17.1% in the global ice cream market.
- 42% share in the super premium ice cream market.
- Large amount of market share in the Indonesia market and Brazil

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Unilever's Global Strategy
 - Unilever is a global company with a focus on emerging markets
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Megamark - An Unilever Brand
 - Megamark is a brand of ice cream
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Competition
 - Nestle
 - Mars
 - Unilever
 - TheCaseSolutions.com



Short Price
 - Large market share of 17.1% in the global ice cream market
 - 47% share in the super premium ice cream market
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 - Large amount of market share in the emerging market and India

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