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# New Directions in Global Food Markets

**Anita Regmi and Mark Gehlhar, editors**

## Abstract

Although consumer diets are being upgraded globally, food purchase patterns vary across countries based on income levels. Developing countries are registering rapid increases in retail sales of high-value foods, while developed countries are seeing a rise in sales of products that meet consumer demands for variety, food safety, and quality. To meet these increasingly varied needs, multinational food retailers and manufacturers are expanding their presence in developing countries, and food retailers and suppliers are adding value and differentiating their products in developed countries. The ongoing changes are driving food supply chains to adopt closer coordination between producers and retailers to facilitate customizing products to meet consumer demands. Even as the food industry is becoming more global, food markets are increasingly responding to consumer preferences at a local level and catering to specific demands in each market.

**Keywords:** Global food markets, retail market, supply chains, high-value foods, food manufacturers, private labels, industry concentration.

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