Business Insights

CONSUMER

Innovation in Sports and Energy Food and Drinks

Sustainable and natural performance enhancement

By Siddika Jaffer

Table of Contents

Siddika Jaffer

Siddika Jaffer is a strategy and marketing consultant with significant experience across consumer packaged goods, retail and financial services sectors. She has strong knowledge of the trends that are shaping the food and drinks industry across the globe and has advised clients on market growth opportunities, product innovation and strategic planning. Previously Siddika has held Strategic Management and Marketing Management posts at Cadbury Schweppes and Abbey. She has also been a consultant at Cap Gemini Ernst & Young and Datamonitor.

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Table of Contents

Innovation in Sports and Energy Food and Drinks

List of Figures

List of Tables