

Baby Food Market in Italy to 2014

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Abstracts

Introduction

This databook provides key data and information on the baby food market in Italy. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Contains information on four categories: bottled baby food, baby cereals, other baby foods and baby snacks

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

Review of the top two companies within the baby food market, including company overview, key facts and business description

Highlights

The market for baby food in Italy increased at a compound annual growth rate of 3.8% between 2004 and 2009.

The bottled baby food category led the baby food market in Italy, accounting for

a share of 77.4%.

The leading player in the Italian baby food market is H.J. Heinz Company.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the baby food market in Italy

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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