

Bakery and Cereals in Latin America to 2013

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Abstracts

Introduction

This databook provides key data and information on the bakery and cereals market covering eight countries in Latin America. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

*Contains information on :bread & rolls, breakfast cereals, cookies (sweet biscuits), cakes & pastries, crackers (savory biscuits) and morning goods

*Market, category and segment level information on value and volume with historic (2003-2008) and forecast (2009-2013) data

*Category level company share as well as distribution share information for 2007 and 2008

*Review of the top two companies within the bakery and cereals market, including company overview, key facts and business description

Highlights

The market for bakery and cereals in Latin America increased at a compound annual growth rate of 2.9% between 2003 and 2008.

The bread & rolls category led the bakery and cereals market in Latin America,

accounting for a share of 59.9%.

The leading players in the Latin American bakery and cereals market include Grupo Bimbo S.A. de C.V., Kraft Foods, Inc. and Arcor Group.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the bakery and cereals market in Latin America

*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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