

Bakery and Cereals in Slovakia to 2014

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Abstracts

Introduction

This databook provides key data and information on the bakery and cereals market in Slovakia. 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 :bread & rolls, breakfast cereals, cookies (sweet biscuits), cakes & pastries, crackers (savory biscuits) and morning goods

* Market,category and segment level information on value, volume, and expenditure & consumption, with historic (2004-2009) and forecast (2010-2014) data

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

Highlights

The market for bakery and cereals in Slovakia increased at a compound annual growth rate of 1.4% between 2004 and 2009.

The bread and rolls category led the bakery and cereals market in Slovakia, accounting for a share of 67.5%.

Leading players in Slovakia bakery and cereals market include Penam a.s., Rudla spol.

s.r.o. and Michelske Pekarny.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the bakery and cereals market in Slovakia
- * 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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