

Bakery and Cereals in Thailand to 2013

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Abstracts

Introduction

This databook provides key data and information on the bakery and cereals market in Thailand. 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 (2003-2008) and forecast (2009-2013) data

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

Highlights

The market for bakery and cereals in Thailand increased at a compound annual growth rate of 4.5% between 2003 and 2008.

The cookies (sweet biscuits) category led the bakery and cereals market in Thailand, accounting for a share of 50.7%.

Leading players in Thai bakery and cereals market include Kraft Foods, Inc., First

Confectionary Ltd and European Food Public Co., Ltd.

Reasons to Purchase

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

*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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