

Bakery and Cereals Market in Greece - Product Launch Almanac 2010

<https://marketpublishers.com/r/B17E0A41BC5EN.html>

Date: February 2011

Pages: 101

Price: US\$ 795.00 (Single User License)

ID: B17E0A41BC5EN

Abstracts

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Introduction

Datamonitor's Bakery and Cereals market in Greece – Product Launch Almanac 2010 provides a complete guide to new product launches in Greek bakery and cereals market since January 2010. This report includes detailed data on products including Package Type, Package Material, # SKUs, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the bakery and cereals market in Greece, with data from 2004 to 2009 and forecasts to 2014.

Scope

Bakery and Cereals market in Greece - New product SKUs by category

Bakery and Cereals market in Greece - New product SKUs by manufacturer

Bakery and Cereals market in Greece - New product by pack type and materials

Bakery and Cereals market in Greece – New Product descriptions

Highlights

143 product SKUs launched in the Greek bakery and cereals market

Bread and rolls is the leading category in Greek bakery and cereals market

Carrefour Marinopoulos S.A. is the leading manufacturer in terms of new bakery and cereals products in Greece

Reason To Purchase

Tracking your competitors latest innovations (and trends)

Determine product innovation patterns by studying the characteristics of innovation activity in the Greek Bakery and Cereals market

Analyze trends in product development over time

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Bread and rolls is the leading category in Greek bakery and cereals market

Carrefour Marinopoulos S.A. is the leading manufacturer in terms of new bakery and cereals products in Greece

Boxes was the dominant packing type in the new products launched in Greek bakery and cereals market

Majority of the products launched in the bakery and cereals market used plastic as the package material

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