

BRIC FMCG Vertical Market Map 2010

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Abstracts

Introduction

The FMCG Market Map is a comprehensive interactive model, which assesses and analyses the logistics industry in the key FMCG sectors across BRIC countries, covering historical, current and forecasted market values up to 2014. Country coverage: Brazil, Canada, Mexico and the United States

Features and benefits

Splits by mode of transport and type of shipment (Express, LTL, and FTL/Freight)

Splits of FMCG logistics market into Food (Refrigerated and Non-Refrigerated), Beverages, Non-food (Personal Care and Home Care)

Enhanced interactive model

Highlights

The model analyses the FMCG sector in the BRIC countries and provides information on total logistics (by value) as well as sub-segments with respect to nature of sourcing (In-house, Outsourced and Contract) and logistics activity (Transport, Warehousing and Value Added Services).

Additionally the model also splits transport logistics by mode of Transport (Air, Road, Sea and Others), destination (Domestic and International) and Shipment characteristic (Express, LTL, Freight/FTL).

Provides future market forecasts up to 2014 for the various sub-segments and as a whole.

Your key questions answered

Understand how has the FMCG Logistics Market performed during the economic slowdown of 2008-09 and evolve through in the future

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