

Cakes and Pastries in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

<https://marketpublishers.com/r/CBFB92BB59AEN.html>

Date: March 2011

Pages: 114

Price: US\$ 1,995.00 (Single User License)

ID: CBFB92BB59AEN

Abstracts

Introduction

This report covers key aspects of the cakes and pastries market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

Contains information on three categories: industrial cakes & pastries, artisanal cakes & pastries and in-store bakery

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Recent product launches

Highlights

Brazil is home to the second largest cakes and pastries market, led by industrial cakes & pastries, while its artisanal cakes & pastries category displays rapid growth.

China leads the cakes and pastries market in terms of value among the BRIC nations.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the cakes and pastries market in high growth / emerging nations

Identify key players within the cakes and pastries in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the cakes and pastries market in Brazil, Russia, India and China

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