

# Canned Food in Australia to 2013

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## Abstracts

### Introduction

This databook provides key data and information on the canned food market in Australia. 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: canned meat, canned fish/seafood, canned fruit, canned vegetables, canned ready meals, canned pasta&noodles and canned desserts

\*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

\*Review of the top two companies within the canned food market, including company overview, key facts and business description

### Highlights

The market for canned food in Australia increased at a compound annual growth rate of 3.1% between 2003 and 2008.

The Canned fruit category led the canned food market in Australia, accounting for a

share of 26.4%.

Leading players in Australian canned food market include H.J. Heinz Company, Coca Cola Amatil Ltd. and J.R. Simplot Company.

### **Reasons to Purchase**

\*Develop business strategies by understanding the quantitative trends within the canned food market in Australia

\*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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