

Chilled Food in Eastern Europe to 2013

<https://marketpublishers.com/r/C2218AE46CBEN.html>

Date: January 2010

Pages: 140

Price: US\$ 495.00 (Single User License)

ID: C2218AE46CBEN

Abstracts

Introduction

This databook provides key data and information on the Chilled Food market covering 11 countries in Eastern Europe. This report is a comprehensive resource for market, category and segment level data including value, distribution share and company & brand share.

Scope

*Contains information on: chilled meat products, chilled fish/seafood, deli food, sandwiches/salads, chilled ready meals, chilled pizza & chilled fresh pasta

*Market, category and segment level information on value 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 chilled food in Eastern Europe increased at a compound annual growth rate of 2% between 2003 and 2008.

The chilled food market category led the chilled food market in Eastern Europe, accounting for a share of 61.6%.

The leading players in the Eastern European chilled food market include PMB S.A., Zimbo GmbH & Co.KG Fleisch- und Wurstwaren and Pick Szeged Szalámigyár és

Húsüzem Rt.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the chilled food market in Eastern Europe

*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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Summary category level: deli food
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