

Chilled Food in North America to 2013

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Abstracts

Introduction

This databook provides key data and information on the Chilled Food market covering two countries in North America. 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

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

Highlights

The market for chilled food in North America increased at a compound annual growth rate of 2.8% between 2003 and 2008.

The chilled meat products category led the chilled food market in North America, accounting for a share of 39.3%.

The leading players in the North American chilled food market include Tyson Foods, Inc, JBS S.A. and Kraft Foods, Inc.

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the chilled food market in North America

*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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