

Chilled Food in Saudi Arabia to 2013

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Abstracts

Introduction

This databook provides key data and information on the chilled food market in Saudi Arabia. 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: 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, 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

Highlights

The market for chilled food in Saudi Arabia increased at a compound annual growth rate of 5.8% between 2003 and 2008.

The chilled meat products category led the chilled food market in Saudi Arabia, accounting for a share of 55.2%.

Leading players in Saudi Arabian chilled food market include Al Kabeer Group of Companies, Unilever and Halwani Brothers Co. Ltd..

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the chilled food market in Saudi Arabia
- * 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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