

Chilled Meat Products Market in Brazil to 2013 (Meat, Fish and Poultry)

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Abstracts

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Introduction

This databook provides key data and information on the Chilled Meat Products Market in Brazil (Meat, Fish and Poultry). 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

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 chilled meat products category was valued at BRL60,773.8m (\$31,377.3m) in 2008, representing a CAGR of 3.6% since 2003.

By the end of 2013, the chilled meat products category will be worth BRL69,373.7m

(\$35,817.5m), with an expected CAGR of 2.7% between 2008 and 2013.

The chilled meat products market volume totaled 2,368.9 million kg in 2008, representing a CAGR of 1.4% since 2003.

By the end of 2013, the chilled meat products market will total 2,535 million kg, with an expected CAGR of 1.4% between 2008 and 2013.

The chilled meat products market was led by chilled meat (representing 72.8% of the total value), followed by poultry with a 26.3% market share. Meat substitutes accounts for the remaining 0.9% share.

Perdigao S.A. is the market leader with a 49.2% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Chilled Meat Products Market in Brazil (Meat, Fish and Poultry)

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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