

Confectionery in the Advanced Emerging Markets (Brazil, Hungary, Mexico, Poland, South Africa and Taiwan) Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the confectionery market in the advanced emerging market countries: Brazil, Hungary, Mexico, Poland, South Africa and Taiwan. Data is provided on market value and volume by category; company and brand share; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

- * Contains information on four categories: chocolate, sugar confectionery, gum and cereal bars
- * Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Market level company and brand shares as well as distribution share information

Highlights

Poland was the fastest growing country with a CAGR of 5.1% over the 2004-09 period.

Brazil is the largest confectionery market in 2009 among the advanced emerging market nations.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the confectionery market in the advanced emerging market nations
- * Identify key players within the confectionery market in the advanced emerging markets to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the confectionery market in the advanced emerging market countries

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