

# Confectionery in Austria to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the confectionery market in Austria. 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 four categories: chocolate, sugar confectionery, gum and cereal bars

\* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

\* Category level company and brand share as well as distribution share information for 2008 and 2009

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

### Highlights

The market for confectionery in Austria increased at a compound annual growth rate of 2.7% between 2004 and 2009.

The chocolate category led the confectionery market in Austria, accounting for a share of 66.7%.

Leading players in Austria confectionery market include Mars, Inc., Ferrero S.p.A. and Nestle S.A.

### **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the confectionery market in Austria
- \* 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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