

# Confectionery in the Czech Republic to 2014

<https://marketpublishers.com/r/C7094D3E5F0EN.html>

Date: September 2010

Pages: 142

Price: US\$ 495.00 (Single User License)

ID: C7094D3E5F0EN

## Abstracts

### Introduction

This databook provides key data and information on the confectionery market in the Czech Republic. 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: cereal bars, chocolate, gum and sugar confectionery
- \* 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 the Czech Republic increased at a compound annual growth rate of 3.4% between 2004 and 2009.

The chocolate category led the confectionery market in the Czech Republic, accounting

for a share of 60.3%.

Leading players in Czech Republican confectionery market include Nestle S.A., Mars, Inc. and Kraft Foods, Inc.

### **Reasons to Purchase**

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

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

Summary market level: confectionery  
Summary category level: cereal bars  
Summary category level: chocolate  
Summary category level: gum  
Summary category level: sugar confectionery

### **CHAPTER 2 INTRODUCTION**

What is this report about?  
How to use this report  
Market definition

### **CHAPTER 3 MARKET OVERVIEW**

Value analysis (Czech Koruna), 2004-09  
Value analysis (Czech Koruna), 2009-14  
Value analysis (US dollars), 2004-09  
Value analysis (US dollars), 2009-14  
Volume analysis, 2004-09  
Volume analysis, 2009-14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

### **CHAPTER 4 LEADING COMPANY PROFILES**

Nestlé SA  
Mars, Incorporated

### **CHAPTER 5 CATEGORY ANALYSIS: CEREAL BARS**

Value analysis (Czech Koruna), 2004-09  
Value analysis (Czech Koruna), 2009-14  
Value analysis (US dollars), 2004-09  
Value analysis (US dollars), 2009-14

Volume analysis, 2004-09  
Volume analysis, 2009-14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 6 CATEGORY ANALYSIS: CHOCOLATE**

Value analysis (Czech Koruna), 2004-09  
Value analysis (Czech Koruna), 2009-14  
Value analysis (US dollars), 2004-09  
Value analysis (US dollars), 2009-14  
Volume analysis, 2004-09  
Volume analysis, 2009-14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 7 CATEGORY ANALYSIS: GUM**

Value analysis (Czech Koruna), 2004-09  
Value analysis (Czech Koruna), 2009-14  
Value analysis (US dollars), 2004-09  
Value analysis (US dollars), 2009-14  
Volume analysis, 2004-09  
Volume analysis, 2009-14  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 8 CATEGORY ANALYSIS: SUGAR CONFECTIONERY**

Value analysis (Czech Koruna), 2004-09  
Value analysis (Czech Koruna), 2009-14  
Value analysis (US dollars), 2004-09  
Value analysis (US dollars), 2009-14  
Volume analysis, 2004-09  
Volume analysis, 2009-14  
Company and brand share analysis

Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 9 COUNTRY COMPARISON**

Value  
Volume  
Market share

## **CHAPTER 10 NEW PRODUCT DEVELOPMENT**

Product launches over time  
Recent product launches

## **CHAPTER 11 MACROECONOMIC PROFILE**

Macroeconomic Indicators

## **CHAPTER 12 RESEARCH METHODOLOGY**

Methodology overview  
Secondary research  
Market modeling  
Creating an initial data model  
Revising the initial data model  
Creating a final estimate  
Creating demographic value splits  
Primary research  
Data finalization  
Ongoing research

## **CHAPTER 13 APPENDIX**

Future readings  
How to contact experts in your industry  
Disclaimer

## List Of Figures

### LIST OF FIGURES

- Figure 1: Confectionery, Czech Republic, value by category (CZK<sup>m</sup>), 2004-14
- Figure 2: Confectionery, Czech Republic, category growth comparison, by value, 2004-14
- Figure 3: Confectionery, Czech Republic, volume by category (kg, million), 2004-14
- Figure 4: Confectionery, Czech Republic, category growth comparison, by volume, 2004-14
- Figure 5: Confectionery, Czech Republic, company share by value (%), 2008-09
- Figure 6: Confectionery, Czech Republic, distribution channels by value (%), 2008-09
- Figure 7: Cereal bars, Czech Republic, value by segment (CZK<sup>m</sup>), 2004-14
- Figure 8: Cereal bars, Czech Republic, category growth comparison, by value, 2004-14
- Figure 9: Cereal bars, Czech Republic, volume by segment (kg, million), 2004-14
- Figure 10: Cereal bars, Czech Republic, category growth comparison, by volume, 2004-14
- Figure 11: Cereal bars, Czech Republic, company share by value (%), 2008-09
- Figure 12: Cereal bars, Czech Republic, distribution channels by value (%), 2008-09
- Figure 13: Chocolate, Czech Republic, value by segment (CZK<sup>m</sup>), 2004-14
- Figure 14: Chocolate, Czech Republic, category growth comparison, by value, 2004-14
- Figure 15: Chocolate, Czech Republic, volume by segment (kg, million), 2004-14
- Figure 16: Chocolate, Czech Republic, category growth comparison, by volume, 2004-14
- Figure 17: Chocolate, Czech Republic, company share by value (%), 2008-09
- Figure 18: Chocolate, Czech Republic, distribution channels by value (%), 2008-09
- Figure 19: Gum, Czech Republic, value by segment (CZK<sup>m</sup>), 2004-14
- Figure 20: Gum, Czech Republic, category growth comparison, by value, 2004-14
- Figure 21: Gum, Czech Republic, volume by segment (kg, million), 2004-14
- Figure 22: Gum, Czech Republic, category growth comparison, by volume, 2004-14
- Figure 23: Gum, Czech Republic, company share by value (%), 2008-09
- Figure 24: Gum, Czech Republic, distribution channels by value (%), 2008-09
- Figure 25: Sugar confectionery, Czech Republic, value by segment (CZK<sup>m</sup>), 2004-14
- Figure 26: Sugar confectionery, Czech Republic, category growth comparison, by value, 2004-14
- Figure 27: Sugar confectionery, Czech Republic, volume by segment (kg, million), 2004-14
- Figure 28: Sugar confectionery, Czech Republic, category growth comparison, by volume, 2004-14

Figure 29: Sugar confectionery, Czech Republic, company share by value (%), 2008-09

Figure 30: Sugar confectionery, Czech Republic, distribution channels by value (%), 2008-09

Figure 31: Global confectionery market split (value terms, 2009), top five countries

Figure 32: Global confectionery market value, 2004–09, top five countries

Figure 33: Global confectionery market split (volume terms, 2009), top five countries

Figure 34: Global confectionery market volume, 2004–09, top five countries

Figure 35: Annual data review process

## List Of Tables

### LIST OF TABLES

Table 1: Confectionery category definitions

Table 2: Confectionery distribution channels

Table 3: Confectionery, Czech Republic, value by category (CZK), 2004-09

Table 4: Confectionery, Czech Republic, value forecast by category (CZK), 2009-14

Table 5: Confectionery, Czech Republic, value by category (\$), 2004-09

Table 6: Confectionery, Czech Republic, value forecast by category (\$), 2009-14

Table 7: Confectionery, Czech Republic, volume by category (kg, million), 2004-09

Table 8: Confectionery, Czech Republic, volume forecast by category (kg, million), 2009-14

Table 9: Confectionery, Czech Republic, brand share by value (%), 2008-09

Table 10: Confectionery, Czech Republic, value by brand (CZK), 2008-09

Table 11: Confectionery, Czech Republic, company share by value (%), 2008-09

Table 12: Confectionery, Czech Republic, value by company (CZK), 2008-09

Table 13: Confectionery, Czech Republic, distribution channels by value (%), 2008-09

Table 14: Confectionery, Czech Republic, value by distribution channel (CZK), 2008-09

Table 15: Confectionery, Czech Republic, expenditure per capita (CZK), 2004-09

Table 16: Confectionery, Czech Republic, forecast expenditure per capita (CZK), 2009-14

Table 17: Confectionery, Czech Republic, expenditure per capita (\$), 2004-09

Table 18: Confectionery, Czech Republic, forecast expenditure per capita (\$), 2009-14

Table 19: Confectionery, Czech Republic, consumption per capita (kg), 2004-09

Table 20: Confectionery, Czech Republic, forecast consumption per capita (kg), 2009-14

Table 21: Nestlé SA key facts

Table 22: Mars, Incorporated key facts

Table 23: Cereal bars, Czech Republic, value by segment (CZK), 2004-09

Table 24: Cereal bars, Czech Republic, value forecast by segment (CZK), 2009-14

Table 25: Cereal bars, Czech Republic, value by segment (\$), 2004-09

Table 26: Cereal bars, Czech Republic, value forecast by segment (\$), 2009-14

Table 27: Cereal bars, Czech Republic, volume by segment (kg, million), 2004-09

Table 28: Cereal bars, Czech Republic, volume forecast by segment (kg, million), 2009-14

Table 29: Cereal bars, Czech Republic, brand share by value (%), 2008-09

Table 30: Cereal bars, Czech Republic, value by brand (CZK), 2008-09



- Table 31: Cereal bars, Czech Republic, company share by value (%), 2008-09
- Table 32: Cereal bars, Czech Republic, value by company (CZKm), 2008-09
- Table 33: Cereal bars, Czech Republic, distribution channels by value (%), 2008-09
- Table 34: Cereal bars, Czech Republic, value by distribution channel (CZKm), 2008-09
- Table 35: Cereal bars, Czech Republic, expenditure per capita (CZK), 2004-09
- Table 36: Cereal bars, Czech Republic, forecast expenditure per capita (CZK), 2009-14
- Table 37: Cereal bars, Czech Republic, expenditure per capita (\$), 2004-09
- Table 38: Cereal bars, Czech Republic, forecast expenditure per capita (\$), 2009-14
- Table 39: Cereal bars, Czech Republic, consumption per capita (kg), 2004-09
- Table 40: Cereal bars, Czech Republic, forecast consumption per capita (kg), 2009-14
- Table 41: Chocolate, Czech Republic, value by segment (CZKm), 2004-09
- Table 42: Chocolate, Czech Republic, value forecast by segment (CZKm), 2009-14
- Table 43: Chocolate, Czech Republic, value by segment (\$m), 2004-09
- Table 44: Chocolate, Czech Republic, value forecast by segment (\$m), 2009-14
- Table 45: Chocolate, Czech Republic, volume by segment (kg, million), 2004-09
- Table 46: Chocolate, Czech Republic, volume forecast by segment (kg, million), 2009-14
- Table 47: Chocolate, Czech Republic, brand share by value (%), 2008-09
- Table 48: Chocolate, Czech Republic, value by brand (CZKm), 2008-09
- Table 49: Chocolate, Czech Republic, company share by value (%), 2008-09
- Table 50: Chocolate, Czech Republic, value by company (CZKm), 2008-09
- Table 51: Chocolate, Czech Republic, distribution channels by value (%), 2008-09
- Table 52: Chocolate, Czech Republic, value by distribution channel (CZKm), 2008-09
- Table 53: Chocolate, Czech Republic, expenditure per capita (CZK), 2004-09
- Table 54: Chocolate, Czech Republic, forecast expenditure per capita (CZK), 2009-14
- Table 55: Chocolate, Czech Republic, expenditure per capita (\$), 2004-09
- Table 56: Chocolate, Czech Republic, forecast expenditure per capita (\$), 2009-14
- Table 57: Chocolate, Czech Republic, consumption per capita (kg), 2004-09
- Table 58: Chocolate, Czech Republic, forecast consumption per capita (kg), 2009-14
- Table 59: Gum, Czech Republic, value by segment (CZKm), 2004-09
- Table 60: Gum, Czech Republic, value forecast by segment (CZKm), 2009-14
- Table 61: Gum, Czech Republic, value by segment (\$m), 2004-09
- Table 62: Gum, Czech Republic, value forecast by segment (\$m), 2009-14
- Table 63: Gum, Czech Republic, volume by segment (kg, million), 2004-09
- Table 64: Gum, Czech Republic, volume forecast by segment (kg, million), 2009-14
- Table 65: Gum, Czech Republic, brand share by value (%), 2008-09
- Table 66: Gum, Czech Republic, value by brand (CZKm), 2008-09
- Table 67: Gum, Czech Republic, company share by value (%), 2008-09
- Table 68: Gum, Czech Republic, value by company (CZKm), 2008-09

- Table 69: Gum, Czech Republic, distribution channels by value (%), 2008-09
- Table 70: Gum, Czech Republic, value by distribution channel (CZK), 2008-09
- Table 71: Gum, Czech Republic, expenditure per capita (CZK), 2004-09
- Table 72: Gum, Czech Republic, forecast expenditure per capita (CZK), 2009-14
- Table 73: Gum, Czech Republic, expenditure per capita (\$), 2004-09
- Table 74: Gum, Czech Republic, forecast expenditure per capita (\$), 2009-14
- Table 75: Gum, Czech Republic, consumption per capita (kg), 2004-09
- Table 76: Gum, Czech Republic, forecast consumption per capita (kg), 2009-14
- Table 77: Sugar confectionery, Czech Republic, value by segment (CZK), 2004-09
- Table 78: Sugar confectionery, Czech Republic, value forecast by segment (CZK), 2009-14
- Table 79: Sugar confectionery, Czech Republic, value by segment (\$), 2004-09
- Table 80: Sugar confectionery, Czech Republic, value forecast by segment (\$), 2009-14
- Table 81: Sugar confectionery, Czech Republic, volume by segment (kg, million), 2004-09
- Table 82: Sugar confectionery, Czech Republic, volume forecast by segment (kg, million), 2009-14
- Table 83: Sugar confectionery, Czech Republic, brand share by value (%), 2008-09
- Table 84: Sugar confectionery, Czech Republic, value by brand (CZK), 2008-09
- Table 85: Sugar confectionery, Czech Republic, company share by value (%), 2008-09
- Table 86: Sugar confectionery, Czech Republic, value by company (CZK), 2008-09
- Table 87: Sugar confectionery, Czech Republic, distribution channels by value (%), 2008-09
- Table 88: Sugar confectionery, Czech Republic, value by distribution channel (CZK), 2008-09
- Table 89: Sugar confectionery, Czech Republic, expenditure per capita (CZK), 2004-09
- Table 90: Sugar confectionery, Czech Republic, forecast expenditure per capita (CZK), 2009-14
- Table 91: Sugar confectionery, Czech Republic, expenditure per capita (\$), 2004-09
- Table 92: Sugar confectionery, Czech Republic, forecast expenditure per capita (\$), 2009-14
- Table 93: Sugar confectionery, Czech Republic, consumption per capita (kg), 2004-09
- Table 94: Sugar confectionery, Czech Republic, forecast consumption per capita (kg), 2009-14
- Table 95: Global confectionery market value, 2009
- Table 96: Global confectionery market split (value terms (\$), 2009), top five countries
- Table 97: Global confectionery market volume, 2009
- Table 98: Global confectionery market split (volume terms, 2009), top five countries

Table 99: Leading players, top five countries

Table 100: Czech Republic confectionery new product launches reports, by company (top five companies), 2009

Table 101: Czech Republic confectionery new product launches SKUs, by company (top five companies), 2009

Table 102: Czech Republic confectionery new product launches (reports), by flavor and fragrances (top 10 flavors), 2009

Table 103: Czech Republic confectionery new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 104: Czech Republic confectionery new product launches (reports), by package tags or claims 2009

Table 105: Czech Republic confectionery new product launches - recent five launches (2009)

Table 106: Czech Republic population, by age group, 2004-09 (millions)

Table 107: Czech Republic population forecast, by age group, 2009-14 (millions)

Table 108: Czech Republic population, by gender, 2004-09 (millions)

Table 109: Czech Republic population forecast, by gender, 2009-14 (millions)

Table 110: Czech Republic nominal GDP, 2004-09 (CZKbn, nominal prices)

Table 111: Czech Republic nominal GDP forecast, 2009-14 (CZKbn, nominal prices)

Table 112: Czech Republic real GDP, 2004-09 (CZKbn, 2000 prices)

Table 113: Czech Republic real GDP forecast, 2009-14 (CZKbn, 2000 prices)

Table 114: Czech Republic real GDP, 2004-09 (\$bn, 2000 prices)

Table 115: Czech Republic real GDP forecast, 2009-14 (\$bn, 2000 prices)

Table 116: Czech Republic consumer price index, 2004-09 (2000=100)

Table 117: Czech Republic consumer price index, 2009-14 (2000=100)

## I would like to order

Product name: Confectionery in the Czech Republic to 2014

Product link: <https://marketpublishers.com/r/C7094D3E5F0EN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C7094D3E5F0EN.html>