

# Confectionery in Latin America – Product Launch Quarterly

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## Abstracts

### Introduction

Datamonitor's Confectionery in Latin America – Product Launch Quarterly provides a complete guide to new product launches in the Latin America Confectionery market in Q2 2010. This report provides product information in terms of # SKUs, and includes detailed data on Package Type, Package Material, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the Confectionery market in the Latin America, with data from 2004 to 2009 and forecasts to 2014.

### Scope

- Confectionery in Latin America - New product SKUs by country and category
- Confectionery in Latin America - New product SKUs by manufacturer
- Confectionery in Latin America - New product by pack type and materials
- Confectionery in Latin America – New Product descriptions

### Highlights

- 327 product SKUs launched in the Latin America confectionery market
- Chocolate is the leading category in the Latin America confectionery market
- Folie Chocolate is the leading manufacturer of new confectionery products in Latin America

### Reasons to Purchase

- Tracking your competitors latest innovations (and trends)
- Determine product innovation patterns by studying the characteristics of innovation activity in the Latin America Confectionery market
- Analyze trends in product development over time

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#### **327 PRODUCT SKUS LAUNCHED IN THE LATIN AMERICA CONFECTIONERY MARKET**

Chocolate is the leading category in the Latin America confectionery market  
Folie Chocolate is the leading manufacturer of new confectionery products in Latin America

Wrappers was the dominant packing type among the new products launched in the Latin America confectionery market

Majority of the products launched in the confectionery market used plastic as the package material

### INTRODUCTION

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