

# Dairy Food in North America to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the dairy food market covering two countries in North America. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

- \* Contains information on eight categories: spreadable fats, soy products, cheese, chilled desserts, cream, milk, fromage frais and yogurt
- \* Market, category and segment level information on value and volume with historic (2004-09) and forecast (2010-14) data
- \* Category level company share as well as distribution share information for 2008 and 2009
- \* Review of the top two companies within the dairy food market, including company overview, key facts and business description

### Highlights

The market for dairy food in North America increased at a compound annual growth rate of 5.2% between 2004 and 2009.

The cheese category led the dairy food market in North America, accounting for a share of 36.7%.

The leading players in the North American dairy food market include Kraft Foods, Inc.,

Dean Foods Company and Saputo Inc.

### **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the dairy food market in North America
- \* 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: dairy food  
Summary category level: spreadable fats  
Summary category level: soy products  
Summary category level: cheese  
Summary category level: chilled desserts  
Summary category level: cream  
Summary category level: milk  
Summary category level: fromage frais  
Summary category level: yogurt

### **CHAPTER 2 INTRODUCTION**

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

### **CHAPTER 3 OVERVIEW**

Value Analysis  
Volume Analysis

### **CHAPTER 4 NORTH AMERICA DAIRY FOOD: MARKET OVERVIEW**

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

### **CHAPTER 5 LEADING COMPANY PROFILES**

Kraft Foods, Inc.  
Dean Foods Company

## **CHAPTER 6 CATEGORY ANALYSIS: SPREADABLE FATS**

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

## **CHAPTER 7 CATEGORY ANALYSIS: SOY PRODUCTS**

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

## **CHAPTER 8 CATEGORY ANALYSIS: CHEESE**

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

## **CHAPTER 9 CATEGORY ANALYSIS: CHILLED DESSERTS**

Value analysis (US Dollar), 2004-09  
Value analysis (US Dollar), 2009-14  
Volume analysis, 2004-09  
Volume analysis, 2009-14  
Company share analysis  
Distribution analysis

Expenditure and consumption per capita

## **CHAPTER 10 CATEGORY ANALYSIS: CREAM**

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Volume analysis, 2004-09

Volume analysis, 2009-14

Company share analysis

Distribution analysis

Expenditure and consumption per capita

## **CHAPTER 11 CATEGORY ANALYSIS: MILK**

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Volume analysis, 2004-09

Volume analysis, 2009-14

Company share analysis

Distribution analysis

Expenditure and consumption per capita

## **CHAPTER 12 CATEGORY ANALYSIS: FROMAGE FRAIS**

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Volume analysis, 2004-09

Volume analysis, 2009-14

Company share analysis

Distribution analysis

Expenditure and consumption per capita

## **CHAPTER 13 CATEGORY ANALYSIS: YOGURT**

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Volume analysis, 2004-09

Volume analysis, 2009-14

Company share analysis

Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 14 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 15 APPENDIX**

Future readings  
How to contact experts in your industry  
Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Dairy food, North America, value by category (\$m), 2004-14

Figure 2: Dairy food, North America, category growth comparison, by value, 2004-14

Figure 3: Dairy food, North America, volume by category (kg/liters, million), 2004-14

Figure 4: Dairy food, North America, category growth comparison, by volume, 2004-14

Figure 5: Dairy food, North America, company share (top five companies) by value (%), 2008-09

Figure 6: Dairy food, North America, distribution channels by value (%), 2008-09

Figure 7: Spreadable fats, North America, value by segment (\$m), 2004-14

Figure 8: Spreadable fats, North America, category growth comparison, by value, 2004-14

Figure 9: Spreadable fats, North America, volume by segment (kg, million), 2004-14

Figure 10: Spreadable fats, North America, category growth comparison, by volume, 2004-14

Figure 11: Spreadable fats, North America, company share (top five companies) by value (%), 2008-09

Figure 12: Spreadable fats, North America, distribution channels by value (%), 2008-09

Figure 13: Soy products, North America, value by segment (\$m), 2004-14

Figure 14: Soy products, North America, category growth comparison, by value, 2004-14

Figure 15: Soy products, North America, volume by segment (kg/liters, million), 2004-14

Figure 16: Soy products, North America, category growth comparison, by volume, 2004-14

Figure 17: Soy products, North America, company share (top five companies) by value (%), 2008-09

Figure 18: Soy products, North America, distribution channels by value (%), 2008-09

Figure 19: Cheese, North America, value by segment (\$m), 2004-14

Figure 20: Cheese, North America, category growth comparison, by value, 2004-14

Figure 21: Cheese, North America, volume by segment (kg, million), 2004-14

Figure 22: Cheese, North America, category growth comparison, by volume, 2004-14

Figure 23: Cheese, North America, company share (top five companies) by value (%), 2008-09

Figure 24: Cheese, North America, distribution channels by value (%), 2008-09

Figure 25: Chilled desserts, North America, value (\$m), 2004-14

Figure 26: Chilled desserts, North America, volume (kg, million), 2004-14

Figure 27: Chilled desserts, North America, company share by value (%), 2008-09

Figure 28: Chilled desserts, North America, distribution channels by value (%), 2008-09

Figure 29: Cream, North America, value (\$m), 2004-14

Figure 30: Cream, North America, volume (liters, million), 2004-14

Figure 31: Cream, North America, company share (top five companies) by value (%), 2008-09

Figure 32: Cream, North America, distribution channels by value (%), 2008-09

Figure 33: Milk, North America, value by segment (\$m), 2004-14

Figure 34: Milk, North America, category growth comparison, by value, 2004-14

Figure 35: Milk, North America, volume by segment (kg/liters, million), 2004-14

Figure 36: Milk, North America, company share (top five companies) by value (%), 2008-09

Figure 37: Milk, North America, distribution channels by value (%), 2008-09

Figure 38: Fromage frais, North America, value (\$m), 2004-14

Figure 39: Fromage frais, North America, volume (kg, million), 2004-14

Figure 40: Fromage frais, North America, company share by value (%), 2008-09

Figure 41: Fromage frais, North America, distribution channels by value (%), 2008-09

Figure 42: Yogurt, North America, value by segment (\$m), 2004-14

Figure 43: Yogurt, North America, category growth comparison, by value, 2004-14

Figure 44: Yogurt, North America, volume by segment (kg, million), 2004-14

Figure 45: Yogurt, North America, category growth comparison, by volume, 2004-14

Figure 46: Yogurt, North America, company share (top five companies) by value (%), 2008-09

Figure 47: Yogurt, North America, distribution channels by value (%), 2008-09

Figure 48: Annual data review process



## List Of Tables

### LIST OF TABLES

Table 1: Dairy food category definitions

Table 2: Dairy food distribution channels

Table 3: Dairy food, North America, value (country-wise), 2004-09 (\$m)

Table 4: Dairy food, North America, value (country-wise) forecast, 2009-14 (\$m)

Table 5: Dairy food, North America, volume (country-wise), 2004-09 (kg/liters, million)

Table 6: Dairy food, North America, volume (country-wise) forecast, 2009-14 (kg/liters, million)

Table 7: Dairy food, North America, value by category (\$m), 2004-09

Table 8: Dairy food, North America, value forecast by category (\$m), 2009-14

Table 9: Dairy food, North America, volume by category (kg/liters, million), 2004-09

Table 10: Dairy food, North America, volume forecast by category (kg/liters, million), 2009-14

Table 11: Dairy food, North America, company share (top 20 companies) by value (%), 2008-09

Table 12: Dairy food, North America, value by company (\$m), 2008-09

Table 13: Dairy food, North America, distribution channels by value (%), 2008-09

Table 14: Dairy food, North America, value by distribution channel (\$m), 2008-09

Table 15: Dairy food, North America, expenditure per capita (\$), 2004-09

Table 16: Dairy food, North America, forecast expenditure per capita (\$), 2009-14

Table 17: Dairy food, North America, consumption per capita (kg/liters), 2004-09

Table 18: Dairy food, North America, forecast consumption per capita (kg/liters), 2009-14

Table 19: Kraft Foods, Inc. key facts

Table 20: Dean Foods Company key facts

Table 21: Spreadable fats, North America, value by segment (\$m), 2004-09

Table 22: Spreadable fats, North America, value forecast by segment (\$m), 2009-14

Table 23: Spreadable fats, North America, volume by segment (kg, million), 2004-09

Table 24: Spreadable fats, North America, volume forecast by segment (kg, million), 2009-14

Table 25: Spreadable fats, North America, company share by value (%), 2008-09

Table 26: Spreadable fats, North America, value by company (\$m), 2008-09

Table 27: Spreadable fats, North America, distribution channels by value (%), 2008-09

Table 28: Spreadable fats, North America, value by distribution channel (\$m), 2008-09

Table 29: Spreadable fats, North America, expenditure per capita (\$), 2004-09

Table 30: Spreadable fats, North America, forecast expenditure per capita (\$), 2009-14

- Table 31: Spreadable fats, North America, consumption per capita (kg), 2004-09
- Table 32: Spreadable fats, North America, forecast consumption per capita (kg), 2009-14
- Table 33: Soy products, North America, value by segment (\$m), 2004-09
- Table 34: Soy products, North America, value forecast by segment (\$m), 2009-14
- Table 35: Soy products, North America, volume by segment (kg/liters, million), 2004-09
- Table 36: Soy products, North America, volume forecast by segment (kg/liters, million), 2009-14
- Table 37: Soy products, North America, company share by value (%), 2008-09
- Table 38: Soy products, North America, value by company (\$m), 2008-09
- Table 39: Soy products, North America, distribution channels by value (%), 2008-09
- Table 40: Soy products, North America, value by distribution channel (\$m), 2008-09
- Table 41: Soy products, North America, expenditure per capita (\$), 2004-09
- Table 42: Soy products, North America, forecast expenditure per capita (\$), 2009-14
- Table 43: Soy products, North America, consumption per capita (kg/liters), 2004-09
- Table 44: Soy products, North America, forecast consumption per capita (kg/liters), 2009-14
- Table 45: Cheese, North America, value by segment (\$m), 2004-09
- Table 46: Cheese, North America, value forecast by segment (\$m), 2009-14
- Table 47: Cheese, North America, volume by segment (kg, million), 2004-09
- Table 48: Cheese, North America, volume forecast by segment (kg, million), 2009-14
- Table 49: Cheese, North America, company share by value (%), 2008-09
- Table 50: Cheese, North America, value by company (\$m), 2008-09
- Table 51: Cheese, North America, distribution channels by value (%), 2008-09
- Table 52: Cheese, North America, value by distribution channel (\$m), 2008-09
- Table 53: Cheese, North America, expenditure per capita (\$), 2004-09
- Table 54: Cheese, North America, forecast expenditure per capita (\$), 2009-14
- Table 55: Cheese, North America, consumption per capita (kg), 2004-09
- Table 56: Cheese, North America, forecast consumption per capita (kg), 2009-14
- Table 57: Chilled desserts, North America, value (\$m), 2004-09
- Table 58: Chilled desserts, North America, value forecast (\$m), 2009-14
- Table 59: Chilled desserts, North America, volume (kg, million), 2004-09
- Table 60: Chilled desserts, North America, volume forecast (kg, million), 2009-14
- Table 61: Chilled desserts, North America, company share by value (%), 2008-09
- Table 62: Chilled desserts, North America, value by company (\$m), 2008-09
- Table 63: Chilled desserts, North America, distribution channels by value (%), 2008-09
- Table 64: Chilled desserts, North America, value by distribution channel (\$m), 2008-09
- Table 65: Chilled desserts, North America, expenditure per capita (\$), 2004-09
- Table 66: Chilled desserts, North America, forecast expenditure per capita (\$), 2009-14

Table 67: Chilled desserts, North America, consumption per capita (kg), 2004-09

Table 68: Chilled desserts, North America, forecast consumption per capita (kg), 2009-14

Table 69: Cream, North America, value (\$m), 2004-09

Table 70: Cream, North America, value forecast (\$m), 2009-14

Table 71: Cream, North America, volume (liters, million), 2004-09

Table 72: Cream, North America, volume forecast (liters, million), 2009-14

Table 73: Cream, North America, company share by value (%), 2008-09

Table 74: Cream, North America, value by company (\$m), 2008-09

Table 75: Cream, North America, distribution channels by value (%), 2008-09

Table 76: Cream, North America, value by distribution channel (\$m), 2008-09

Table 77: Cream, North America, expenditure per capita (\$), 2004-09

Table 78: Cream, North America, forecast expenditure per capita (\$), 2009-14

Table 79: Cream, North America, consumption per capita (liters), 2004-09

Table 80: Cream, North America, forecast consumption per capita (liters), 2009-14

Table 81: Milk, North America, value by segment (\$m), 2004-09

Table 82: Milk, North America, value forecast by segment (\$m), 2009-14

Table 83: Milk, North America, volume by segment (kg/liters, million), 2004-09

Table 84: Milk, North America, volume forecast by segment (kg/liters, million), 2009-14

Table 85: Milk, North America, company share by value (%), 2008-09

Table 86: Milk, North America, value by company (\$m), 2008-09

Table 87: Milk, North America, distribution channels by value (%), 2008-09

Table 88: Milk, North America, value by distribution channel (\$m), 2008-09

Table 89: Milk, North America, expenditure per capita (\$), 2004-09

Table 90: Milk, North America, forecast expenditure per capita (\$), 2009-14

Table 91: Milk, North America, consumption per capita (kg/liters), 2004-09

Table 92: Milk, North America, forecast consumption per capita (kg/liters), 2009-14

Table 93: Fromage frais, North America, value (\$m), 2004-09

Table 94: Fromage frais, North America, value forecast (\$m), 2009-14

Table 95: Fromage frais, North America, volume (kg, million), 2004-09

Table 96: Fromage frais, North America, volume forecast (kg, million), 2009-14

Table 97: Fromage frais, North America, company share by value (%), 2008-09

Table 98: Fromage frais, North America, value by company (\$m), 2008-09

Table 99: Fromage frais, North America, distribution channels by value (%), 2008-09

Table 100: Fromage frais, North America, value by distribution channel (\$m), 2008-09

Table 101: Fromage frais, North America, expenditure per capita (\$), 2004-09

Table 102: Fromage frais, North America, forecast expenditure per capita (\$), 2009-14

Table 103: Fromage frais, North America, consumption per capita (kg), 2004-09

Table 104: Fromage frais, North America, forecast consumption per capita (kg),

2009-14

Table 105: Yogurt, North America, value by segment (\$m), 2004-09

Table 106: Yogurt, North America, value forecast by segment (\$m), 2009-14

Table 107: Yogurt, North America, volume by segment (kg, million), 2004-09

Table 108: Yogurt, North America, volume forecast by segment (kg, million), 2009-14

Table 109: Yogurt, North America, company share by value (%), 2008-09

Table 110: Yogurt, North America, value by company (\$m), 2008-09

Table 111: Yogurt, North America, distribution channels by value (%), 2008-09

Table 112: Yogurt, North America, value by distribution channel (\$m), 2008-09

Table 113: Yogurt, North America, expenditure per capita (\$), 2004-09

Table 114: Yogurt, North America, forecast expenditure per capita (\$), 2009-14

Table 115: Yogurt, North America, consumption per capita (kg), 2004-09

Table 116: Yogurt, North America, forecast consumption per capita (kg), 2009-14

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