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Dried Food Market in South Korea - Product Launch Almanac 2010

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Abstracts

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Introduction

Datamonitor's Dried Food market in South Korea – Product Launch Almanac 2010 provides a complete guide to new product launches in South Korean dried food market since January 2010,This report includes detailed data on products including Package Type, Package Material, # SKUs, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the dried food market in South Korea, with data from 2004 to 2009 and forecasts to 2014.

Scope

Dried Food market in South Korea - New product SKUs by category

Dried Food market in South Korea - New product SKUs by manufacturer

Dried Food market in South Korea - New product by pack type and materials

Dried Food market in South Korea – New Product descriptions

Highlights

58 product SKUs launched in the South Korean dried food market

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Dried pasta and noodles is the leading category in South Korean dried food market

Nong Shim is the leading manufacturer in terms of new dried food products in South Korea

Reason To Purchase

Tracking your competitors latest innovations (and trends)
Determine product innovation patterns by studying the characteristics of innovation activity in the South Korean Dried Food market
Analyze trends in product development over time

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