

# Food and Grocery Sales via Key Retail Formats in New Zealand to 2014

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## Abstracts

### Introduction

Datamonitor's 'Food and Grocery Sales via Key Retail Formats in New Zealand to 2014' databook provides market value data for five key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

### Scope

Food and grocery retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include food and beverage, health and beauty, tobacco, household products and pet care

Current and forecast analysis of sales via major retail channels

in the food and grocery market as well as its sub-categories

### Highlights

Food and grocery retail sales in New Zealand increased at a compound annual growth rate of 4.9% between 2004 and 2009.

Food and beverage sales led the food and grocery market with a share of 79.7% in 2009. Hypermarket, supermarket, and discounters were the leading retail format for food and beverage in 2009.

**Reasons to Purchase**

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the food and grocery market in New Zealand

Understand the future direction of the market with reliable historical data and full five year forecasting

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