

Frozen Fish and Seafood in Venezuela to 2013 (Frozen food)

<https://marketpublishers.com/r/FA685458910EN.html>

Date: January 2011

Pages: 34

Price: US\$ 350.00 (Single User License)

ID: FA685458910EN

Abstracts

Introduction

This databook provides key data and information on the Frozen Fish and Seafood in Venezuela (Frozen food). 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

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

The frozen fish/seafood category was valued at VEF9,987m (\$4.7m) in 2008, representing a CAGR of 2% since 2003.

By the end of 2013, the frozen fish/seafood category will be worth VEF11,712.1m (\$5.5m), with an expected CAGR of 3.2% between 2008 and 2013.

The frozen fish/seafood market volume totaled 3.3 million kg in 2008, representing a CAGR of 2.6% since 2003.

By the end of 2013, the frozen fish/seafood market will total 3.7 million kg, with an expected CAGR of 2.4% between 2008 and 2013.

The frozen fish/seafood market was led by coated fish/seafood (representing 36.4% of the total value) followed by raw fish and other fish/seafood, with a 32% and 22% market share, respectively. Raw seafood accounts for the remaining 9.7% share.

Empresas Polar is the market leader with a 38.8% share of the market.

Frozen Fish and Seafood in Venezuela (Frozen food)

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 category level: frozen fish/seafood

CHAPTER 2 DEFINITION

CHAPTER 3 CATEGORY ANALYSIS: FROZEN FISH/SEAFOOD

Value analysis (Venezuelan Bolivar Fuerte), 2003?08

Value analysis (Venezuelan Bolivar Fuerte), 2008?13

Value analysis (US dollars), 2003?08

Value analysis (US dollars), 2008?13

Volume analysis, 2003?08

Volume analysis, 2008?13

Company and brand share analysis

Distribution analysis

Expenditure and consumption per capita

CHAPTER 4 MACROECONOMIC PROFILE

Macroeconomic indicators

CHAPTER 5 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

List Of Figures

LIST OF FIGURES

Figure 1: Frozen fish/seafood, Venezuela, value by segment (VEFm), 2003?13

Figure 2: Frozen fish/seafood, Venezuela, category growth comparison, by value, 2003?13

Figure 3: Frozen fish/seafood, Venezuela, volume by segment (kg, million), 2003?13

Figure 4: Frozen fish/seafood, Venezuela, category growth comparison, by volume, 2003?13

Figure 5: Frozen fish/seafood, Venezuela, distribution channels by value (%), 2007?08

Figure 6: Annual data review process

List Of Tables

LIST OF TABLES

Table 1: Frozen fish/seafood category definitions

Table 2: Frozen fish/seafood distribution channels

Table 3: Frozen fish/seafood, Venezuela, value by segment (VEFm), 2003?08

Table 4: Frozen fish/seafood, Venezuela, value forecast by segment (VEFm), 2008?13

Table 5: Frozen fish/seafood, Venezuela, value by segment (\$m), 2003?08

Table 6: Frozen fish/seafood, Venezuela, value forecast by segment (\$m), 2008?13

Table 7: Frozen fish/seafood, Venezuela, volume by segment (kg, million), 2003?08

Table 8: Frozen fish/seafood, Venezuela, volume forecast by segment (kg, million), 2008?13

Table 9: Frozen fish/seafood, Venezuela, brand share by value (%), 2007?08

Table 10: Frozen fish/seafood, Venezuela, value by brand (VEFm), 2007?08

Table 11: Frozen fish/seafood, Venezuela, company share by value (%), 2007?08

Table 12: Frozen fish/seafood, Venezuela, value by company (VEFm), 2007?08

Table 13: Frozen fish/seafood, Venezuela, distribution channels by value (%), 2007?08

Table 14: Frozen fish/seafood, Venezuela, value by distribution channel (VEFm), 2007?08

Table 15: Frozen fish/seafood, Venezuela, expenditure per capita (VEF), 2003?08

Table 16: Frozen fish/seafood, Venezuela, forecast expenditure per capita (VEF), 2008?13

Table 17: Frozen fish/seafood, Venezuela, expenditure per capita (\$), 2003?08

Table 18: Frozen fish/seafood, Venezuela, forecast expenditure per capita (\$), 2008?13

Table 19: Frozen fish/seafood, Venezuela, consumption per capita (kg), 2003?08

Table 20: Frozen fish/seafood, Venezuela, forecast consumption per capita (kg), 2008?13

Table 21: Venezuela population, by age group, 2003?08 (millions)

Table 22: Venezuela population forecast, by age group, 2008?13 (millions)

Table 23: Venezuela population, by gender, 2003?08 (millions)

Table 24: Venezuela population forecast, by gender, 2008?13 (millions)

Table 25: Venezuela nominal GDP, 2003?08 (VEFbn, nominal prices)

Table 26: Venezuela nominal GDP forecast, 2008?13 (VEFbn, nominal prices)

Table 27: Venezuela real GDP, 2003?08 (VEFbn, 2000 prices)

Table 28: Venezuela real GDP forecast, 2008?13 (VEFbn, 2000 prices)

Table 29: Venezuela real GDP, 2003?08 (\$bn, 2000 prices)

Table 30: Venezuela real GDP forecast, 2008?13 (\$bn, 2000 prices)

Table 31: Venezuela consumer price index, 2003?08 (2000=100)

Table 32: Venezuela consumer price index, 2008?13 (2000=100)

I would like to order

Product name: Frozen Fish and Seafood in Venezuela to 2013 (Frozen food)

Product link: <https://marketpublishers.com/r/FA685458910EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FA685458910EN.html>