

Frozen Vegetables in Venezuela to 2013 (Frozen food)

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Abstracts

Introduction

This databook provides key data and information on the Frozen Vegetables 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 vegetables category was valued at VEF19,091.2m (\$8.9m) in 2008, representing a CAGR of 5.1% since 2003.

By the end of 2013, the frozen vegetables category will be worth VEF25,762.3m (\$12m), with an expected CAGR of 6.2% between 2008 and 2013.

The frozen vegetables market volume totaled 7.7 million kg in 2008, representing a CAGR of 4.7% since 2003.

By the end of 2013, the frozen vegetables market will total 9 million kg, with an expected CAGR of 3.2% between 2008 and 2013.

International de Desarrollo S.A (La Granja) is the market leader with a 31.5% share of the market.

Frozen Vegetables 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

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