

Cream in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the cream market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

* Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

* Market level company and brand shares as well as distribution share information

* Recent product launches

Highlights

Brazil leads the cream market in terms of value among the BRIC nations.

Russia is home to the second largest cream market.

China is expected to exhibit steady growth between 2009 and 2014.

Reasons to Purchase

* Develop business strategies by understanding the quantitative trends within the cream market in high growth / emerging nations

* Identify key players within the cream in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements

* Obtain insight into new product launches within the cream market in Brazil, Russia, India and China

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