

Meat, Fish and Poultry Market in Colombia to 2014

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Abstracts

Introduction

This databook provides key data and information on the meat, fish and poultry market in Colombia. 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

Contains data on: frozen meat products, deli food, chilled meat, chilled fish/seafood, canned meat products, canned fish/seafood & frozen fish/seafood

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

Category level company and brand share as well as distribution share information for 2008 and 2009

Highlights

The market for meat, fish and poultry in Colombia increased at a compound annual growth rate of 3.4% between 2004 and 2009.

The deli food category led the meat, fish and poultry market in Colombia, accounting for a share of 44.3%.

The leading players in the Colombian meat, fish and poultry market include Inver Alimenticias Noel S.A., Industria de Alimentos Zenú S.A. and Cervallo Cerdos del Valle S.A.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the meat, fish and poultry market in Colombia

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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