

Oils and Fats Market in Germany to 2014

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Abstracts

Introduction

This databook provides key data and information on the oils and fats market in Germany. 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 information on two categories: oils and solid fats
- * 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
- * Review of the top two companies within the oils and fats market, including company overview, key facts and business description

Highlights

The market for oils and fats in Germany increased at a compound annual growth rate of 0.9% between 2004 and 2009.

The oils category led the oils and fats market in Germany, accounting for a share of 99.9%.

The leading players in the German oils and fats market include Unilever, Brokelmann & Co Oelmuhle GmbH & Co and Vandemoortele Group.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the oils and fats market in Germany
- * 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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