

# Pasta and Noodles Market in the Netherlands to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the pasta and noodles market in the Netherlands. 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 three categories: dried pasta/noodles, chilled fresh pasta and canned pasta & noodles

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 pasta and noodles market, including company overview, key facts and business description

### Highlights

The market for pasta and noodles in the Netherlands increased at a compound annual growth rate of 2.5% between 2004 and 2009.

The dried pasta/noodles category led the pasta and noodles market in the Netherlands, accounting for a share of 49.3%.

The leading players in the Dutch pasta and noodles market include H.J. Heinz Company, Orkla Foods and Star.

## **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the pasta and noodles market in the Netherlands

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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