

Pasta and Noodles Market in New Zealand to 2014

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Abstracts

Introduction

This databook provides key data and information on the pasta and noodles market in New Zealand. 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 New Zealand increased at a compound annual growth rate of 2.4% between 2004 and 2009.

The dried pasta/noodles category led the pasta and noodles market in New Zealand, accounting for a share of 58.3%.

The leading players in the New Zealand pasta and noodles market include Nestle S.A., H.J. Heinz Company and General Mills, Inc.

Reasons to Purchase

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

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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Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: pasta and noodles

Market value

Market value forecast

Market volume

Market volume forecast

Market segmentation

Market share

Summary category level: canned pasta and noodles

Market value

Market value forecast

Market volume

Market volume forecast

Market share

Summary category level: chilled fresh pasta

Market value

Market value forecast

Market volume

Market volume forecast

Market share

Summary category level: dried pasta/noodles

Market value

Market value forecast

Market volume

Market volume forecast

Market segmentation

Market share

CHAPTER 2 INTRODUCTION

What is this report about?

How to use this report

Market definition

Table of Contents

List of Figures

List of Tables

CHAPTER 3 MARKET OVERVIEW

Value analysis (New Zealand dollars), 2004?09
Value analysis (New Zealand dollars), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 4 LEADING COMPANY PROFILES

Nestlé SA
H.J. Heinz Company

CHAPTER 5 CATEGORY ANALYSIS: CANNED PASTA AND NOODLES

Value analysis (New Zealand dollars), 2004?09
Value analysis (New Zealand dollars), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 CATEGORY ANALYSIS: CHILLED FRESH PASTA

Value analysis (New Zealand dollars), 2004?09
Value analysis (New Zealand dollars), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis

Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: DRIED PASTA/NOODLES

Value analysis (New Zealand dollars), 2004?09
Value analysis (New Zealand dollars), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 COUNTRY COMPARISON

Value
Volume
Market share

CHAPTER 9 MACROECONOMIC PROFILE

Macroeconomic Indicators

CHAPTER 10 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 11 APPENDIX

Future readings

How to contact experts in your industry

Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Pasta and noodles category definitions

Table 2: Pasta and noodles distribution channels

Table 3: New Zealand, pasta and noodles, value by category (NZ\$m), 2004?09

Table 4: New Zealand, pasta and noodles, value forecast by category (NZ\$m), 2009?14

Table 5: New Zealand, pasta and noodles, value by category (\$m), 2004?09

Table 6: New Zealand, pasta and noodles, value forecast by category (\$m), 2009?14

Table 7: New Zealand, pasta and noodles, volume by category (kg, million), 2004?09

Table 8: New Zealand, pasta and noodles, volume forecast by category (kg, million), 2009?14

Table 9: New Zealand, pasta and noodles, brand share by value (%), 2008?09

Table 10: New Zealand, pasta and noodles, value by brand (NZ\$m), 2008?09

Table 11: New Zealand, pasta and noodles, company share by value (%), 2008?09

Table 12: New Zealand, pasta and noodles, value by company (NZ\$m), 2008?09

Table 13: New Zealand, pasta and noodles, distribution channels by value (%), 2008?09

Table 14: New Zealand, pasta and noodles, value by distribution channel (NZ\$m), 2008?09

Table 15: New Zealand, pasta and noodles, expenditure per capita (NZ\$), 2004?09

Table 16: New Zealand, pasta and noodles, forecast expenditure per capita (NZ\$), 2009?14

Table 17: New Zealand, pasta and noodles, expenditure per capita (\$), 2004?09

Table 18: New Zealand, pasta and noodles, forecast expenditure per capita (\$), 2009?14

Table 19: New Zealand, pasta and noodles, consumption per capita (kg), 2004?09

Table 20: New Zealand, pasta and noodles, forecast consumption per capita (kg), 2009?14

Table 21: Nestlé SA key facts

Table 22: H.J. Heinz Company key facts

Table 23: New Zealand, canned pasta and noodles, value (NZ\$m), 2004?09

Table 24: New Zealand, canned pasta and noodles, value forecast (NZ\$m), 2009?14

Table 25: New Zealand, canned pasta and noodles, value (\$m), 2004?09

Table 26: New Zealand, canned pasta and noodles, value forecast (\$m), 2009?14

Table 27: New Zealand, canned pasta and noodles, volume (kg, million), 2004?09

Table 28: New Zealand, canned pasta and noodles, volume forecast (kg, million), 2009?14

- Table 29: New Zealand, canned pasta and noodles, brand share by value (%), 2008?09
- Table 30: New Zealand, canned pasta and noodles, value by brand (NZ\$m), 2008?09
- Table 31: New Zealand, canned pasta and noodles, company share by value (%), 2008?09
- Table 32: New Zealand, canned pasta and noodles, value by company (NZ\$m), 2008?09
- Table 33: New Zealand, canned pasta and noodles, distribution channels by value (%), 2008?09
- Table 34: New Zealand, canned pasta and noodles, value by distribution channel (NZ\$m), 2008?09
- Table 35: New Zealand, canned pasta and noodles, expenditure per capita (NZ\$), 2004?09
- Table 36: New Zealand, canned pasta and noodles, forecast expenditure per capita (NZ\$), 2009?14
- Table 37: New Zealand, canned pasta and noodles, expenditure per capita (\$), 2004?09
- Table 38: New Zealand, canned pasta and noodles, forecast expenditure per capita (\$), 2009?14
- Table 39: New Zealand, canned pasta and noodles, consumption per capita (kg), 2004?09
- Table 40: New Zealand, canned pasta and noodles, forecast consumption per capita (kg), 2009?14
- Table 41: New Zealand, chilled fresh pasta, value (NZ\$m), 2004?09
- Table 42: New Zealand, chilled fresh pasta, value forecast (NZ\$m), 2009?14
- Table 43: New Zealand, chilled fresh pasta, value (\$m), 2004?09
- Table 44: New Zealand, chilled fresh pasta, value forecast (\$m), 2009?14
- Table 45: New Zealand, chilled fresh pasta, volume (kg, million), 2004?09
- Table 46: New Zealand, chilled fresh pasta, volume forecast (kg, million), 2009?14
- Table 47: New Zealand, chilled fresh pasta, brand share by value (%), 2008?09
- Table 48: New Zealand, chilled fresh pasta, value by brand (NZ\$m), 2008?09
- Table 49: New Zealand, chilled fresh pasta, company share by value (%), 2008?09
- Table 50: New Zealand, chilled fresh pasta, value by company (NZ\$m), 2008?09
- Table 51: New Zealand, chilled fresh pasta, distribution channels by value (%), 2008?09
- Table 52: New Zealand, chilled fresh pasta, value by distribution channel (NZ\$m), 2008?09
- Table 53: New Zealand, chilled fresh pasta, expenditure per capita (NZ\$), 2004?09
- Table 54: New Zealand, chilled fresh pasta, forecast expenditure per capita (NZ\$), 2009?14
- Table 55: New Zealand, chilled fresh pasta, expenditure per capita (\$), 2004?09

- Table 56: New Zealand, chilled fresh pasta, forecast expenditure per capita (\$), 2009?14
- Table 57: New Zealand, chilled fresh pasta, consumption per capita (kg), 2004?09
- Table 58: New Zealand, chilled fresh pasta, forecast consumption per capita (kg), 2009?14
- Table 59: New Zealand, dried pasta/noodles, value by segment (NZ\$m), 2004?09
- Table 60: New Zealand, dried pasta/noodles, value forecast by segment (NZ\$m), 2009?14
- Table 61: New Zealand, dried pasta/noodles, value by segment (\$m), 2004?09
- Table 62: New Zealand, dried pasta/noodles, value forecast by segment (\$m), 2009?14
- Table 63: New Zealand, dried pasta/noodles, volume by segment (kg, million), 2004?09
- Table 64: New Zealand, dried pasta/noodles, volume forecast by segment (kg, million), 2009?14
- Table 65: New Zealand, dried pasta/noodles, brand share by value (%), 2008?09
- Table 66: New Zealand, dried pasta/noodles, value by brand (NZ\$m), 2008?09
- Table 67: New Zealand, dried pasta/noodles, company share by value (%), 2008?09
- Table 68: New Zealand, dried pasta/noodles, value by company (NZ\$m), 2008?09
- Table 69: New Zealand, dried pasta/noodles, distribution channels by value (%), 2008?09
- Table 70: New Zealand, dried pasta/noodles, value by distribution channel (NZ\$m), 2008?09
- Table 71: New Zealand, dried pasta/noodles, expenditure per capita (NZ\$), 2004?09
- Table 72: New Zealand, dried pasta/noodles, forecast expenditure per capita (NZ\$), 2009?14
- Table 73: New Zealand, dried pasta/noodles, expenditure per capita (\$), 2004?09
- Table 74: New Zealand, dried pasta/noodles, forecast expenditure per capita (\$), 2009?14
- Table 75: New Zealand, dried pasta/noodles, consumption per capita (kg), 2004?09
- Table 76: New Zealand, dried pasta/noodles, forecast consumption per capita (kg), 2009?14
- Table 77: Global pasta and noodles market value, 2009
- Table 78: Global pasta and noodles market split (value terms (\$m), 2009), top five countries
- Table 79: Global pasta and noodles market volume, 2009
- Table 80: Global pasta and noodles market split (volume terms, 2009), top five countries
- Table 81: Leading players, top five countries
- Table 82: New Zealand population, by age group, 2004?09 (millions)
- Table 83: New Zealand population forecast, by age group, 2009?14 (millions)

- Table 84: New Zealand population, by gender, 2004?09 (millions)
- Table 85: New Zealand population forecast, by gender, 2009?14 (millions)
- Table 86: New Zealand nominal GDP, 2004?09 (NZ\$bn, nominal prices)
- Table 87: New Zealand nominal GDP forecast, 2009?14 (NZ\$bn, nominal prices)
- Table 88: New Zealand real GDP, 2004?09 (NZ\$bn, 2000 prices)
- Table 89: New Zealand real GDP forecast, 2009?14 (NZ\$bn, 2000 prices)
- Table 90: New Zealand real GDP, 2004?09 (\$bn, 2000 prices)
- Table 91: New Zealand real GDP forecast, 2009?14 (\$bn, 2000 prices)
- Table 92: New Zealand consumer price index, 2004?09 (2000=100)
- Table 93: New Zealand consumer price index, 2009?14 (2000=100)

List Of Figures

LIST OF FIGURES

- Figure 1: New Zealand, pasta and noodles, value by category (NZ\$m), 2004?14
- Figure 2: New Zealand, pasta and noodles, category growth comparison, by value, 2004?14
- Figure 3: New Zealand, pasta and noodles, volume by category (kg, million), 2004?14
- Figure 4: New Zealand, pasta and noodles, category growth comparison, by volume, 2004?14
- Figure 5: New Zealand, pasta and noodles, company share by value (%), 2008?09
- Figure 6: New Zealand, pasta and noodles, distribution channels by value (%), 2008?09
- Figure 7: New Zealand, canned pasta and noodles, value (NZ\$m), 2004?14
- Figure 8: New Zealand, canned pasta and noodles, volume (kg, million), 2004?14
- Figure 9: New Zealand, canned pasta and noodles, distribution channels by value (%), 2008?09
- Figure 10: New Zealand, chilled fresh pasta, value (NZ\$m), 2004?14
- Figure 11: New Zealand, chilled fresh pasta, volume (kg, million), 2004?14
- Figure 12: New Zealand, chilled fresh pasta, company share by value (%), 2008?09
- Figure 13: New Zealand, chilled fresh pasta, distribution channels by value (%), 2008?09
- Figure 14: New Zealand, dried pasta/noodles, value by segment (NZ\$m), 2004?14
- Figure 15: New Zealand, dried pasta/noodles, category growth comparison, by value, 2004?14
- Figure 16: New Zealand, dried pasta/noodles, volume by segment (kg, million), 2004?14
- Figure 17: New Zealand, dried pasta/noodles, category growth comparison, by volume, 2004?14
- Figure 18: New Zealand, dried pasta/noodles, company share by value (%), 2008?09
- Figure 19: New Zealand, dried pasta/noodles, distribution channels by value (%), 2008?09
- Figure 20: Global pasta and noodles market split (value terms, 2009), top five countries
- Figure 21: Global pasta and noodles market value, 2004-09, top five countries
- Figure 22: Global pasta and noodles market split (volume terms, 2009), top five countries
- Figure 23: Global pasta and noodles market volume, 2004-09, top five countries
- Figure 24: Annual data review process

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