

Ready Meals 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 ready meals 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

Contains data on four categories: chilled, frozen, canned and dried ready meals

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

Highlights

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

Russia is home to the second largest ready meals market, led by frozen ready meals, while its chilled ready meals category displays rapid growth.

China leads the ready meals market in terms of value among the BRIC nations.

Reasons to Purchase

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

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

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Brazil is expected to exhibit steady growth between 2009 and 2014

Russia is home to the second largest ready meals market, led by frozen ready meals, while its chilled ready meals category displays rapid growth

China leads the ready meals market in terms of value among the BRIC nations

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