

Ready Meals Market in the Czech Republic to 2014

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Abstracts

Introduction

This databook provides key data and information on the ready meals market in the Czech Republic. 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 four categories: frozen, canned, chilled and dried ready meals

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 ready meals in the Czech Republic increased at a compound annual growth rate of 3.2% between 2004 and 2009.

The chilled ready meals category led the ready meals market in the Czech Republic, accounting for a share of 46.5%.

The leading players in the Czech Republican ready meals market include Hame AS, Heli Food and H.J. Heinz Company.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the ready meals market in the Czech Republic

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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