

Savory Snacks in France to 2014

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Abstracts

Introduction

This databook provides key data and information on the savory snacks market in France. 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 five categories: nuts and seeds, other savory snacks, popcorn, potato chips and processed snacks
- * 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 savory snacks market, including company overview, key facts and business description

Highlights

The market for savory snacks in France increased at a compound annual growth rate of 3.7% between 2004 and 2009.

The processed snacks category led the savory snacks market in France, accounting for a share of 34.2%.

Leading players in French savory snacks market include PepsiCo, Inc., Lorenz Bahlsen

Snack-World GmbH & Co KG and Groupe Danone.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the savory snacks market in France
- * 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

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: savory snacks
Summary category level: nuts and seeds
Summary category level: other savory snacks
Summary category level: popcorn
Summary category level: potato chips
Summary category level: processed snacks

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 MARKET OVERVIEW

Value analysis (Euro), 2004-09
Value analysis (Euro), 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

PepsiCo, Inc.
Lorenz Bahlsen Snack-World GmbH & Co KG Germany

CHAPTER 5 CATEGORY ANALYSIS: NUTS AND SEEDS

Value analysis (Euro), 2004-09
Value analysis (Euro), 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: OTHER SAVORY SNACKS

Value analysis (Euro), 2004-09
Value analysis (Euro), 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: POPCORN

Value analysis (Euro), 2004-09
Value analysis (Euro), 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 CATEGORY ANALYSIS: POTATO CHIPS

Value analysis (Euro), 2004-09
Value analysis (Euro), 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 9 CATEGORY ANALYSIS: PROCESSED SNACKS

Value analysis (Euro), 2004-09
Value analysis (Euro), 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 10 COUNTRY COMPARISON

Value
Volume
Market share

CHAPTER 11 NEW PRODUCT DEVELOPMENT

Product launches over time
Recent product launches

CHAPTER 12 MACROECONOMIC PROFILE

Macroeconomic Indicators

CHAPTER 13 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 14 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Savory snacks, France, value by category (€m), 2004-14
- Figure 2: Savory snacks, France, category growth comparison, by value, 2004-14
- Figure 3: Savory snacks, France, volume by category (kg, million), 2004-14
- Figure 4: Savory snacks, France, category growth comparison, by volume, 2004-14
- Figure 5: Savory snacks, France, company share by value (%), 2008-09
- Figure 6: Savory snacks, France, distribution channels by value (%), 2008-09
- Figure 7: Nuts and seeds, France, value by segment (€m), 2004-14
- Figure 8: Nuts and seeds, France, category growth comparison, by value, 2004-14
- Figure 9: Nuts and seeds, France, volume by segment (kg, million), 2004-14
- Figure 10: Nuts and seeds, France, category growth comparison, by volume, 2004-14
- Figure 11: Nuts and seeds, France, company share by value (%), 2008-09
- Figure 12: Nuts and seeds, France, distribution channels by value (%), 2008-09
- Figure 13: Other savory snacks, France, value by segment (€m), 2004-14
- Figure 14: Other savory snacks, France, category growth comparison, by value, 2004-14
- Figure 15: Other savory snacks, France, volume by segment (kg, million), 2004-14
- Figure 16: Other savory snacks, France, category growth comparison, by volume, 2004-14
- Figure 17: Other savory snacks, France, company share by value (%), 2008-09
- Figure 18: Other savory snacks, France, distribution channels by value (%), 2008-09
- Figure 19: Popcorn, France, value by segment (€m), 2004-14
- Figure 20: Popcorn, France, category growth comparison, by value, 2004-14
- Figure 21: Popcorn, France, volume by segment (kg, million), 2004-14
- Figure 22: Popcorn, France, category growth comparison, by volume, 2004-14
- Figure 23: Popcorn, France, company share by value (%), 2008-09
- Figure 24: Popcorn, France, distribution channels by value (%), 2008-09
- Figure 25: Potato chips, France, value (€m), 2004-14
- Figure 26: Potato chips, France, volume (kg, million), 2004-14
- Figure 27: Potato chips, France, company share by value (%), 2008-09
- Figure 28: Potato chips, France, distribution channels by value (%), 2008-09
- Figure 29: Processed snacks, France, value by segment (€m), 2004-14
- Figure 30: Processed snacks, France, category growth comparison, by value, 2004-14
- Figure 31: Processed snacks, France, volume by segment (kg, million), 2004-14
- Figure 32: Processed snacks, France, category growth comparison, by volume, 2004-14

- Figure 33: Processed snacks, France, company share by value (%), 2008-09
- Figure 34: Processed snacks, France, distribution channels by value (%), 2008-09
- Figure 35: Global savory snacks market split (value terms, 2009), top five countries
- Figure 36: Global savory snacks market value, 2004–09, top five countries
- Figure 37: Global savory snacks market split (volume terms, 2009), top five countries
- Figure 38: Global savory snacks market volume, 2004–09, top five countries
- Figure 39: Annual data review process

List Of Tables

LIST OF TABLES

- Table 1: Savory snacks category definitions
- Table 2: Savory snacks distribution channels
- Table 3: Savory snacks, France, value by category (€m), 2004-09
- Table 4: Savory snacks, France, value forecast by category (€m), 2009-14
- Table 5: Savory snacks, France, value by category (\$m), 2004-09
- Table 6: Savory snacks, France, value forecast by category (\$m), 2009-14
- Table 7: Savory snacks, France, volume by category (kg, million), 2004-09
- Table 8: Savory snacks, France, volume forecast by category (kg, million), 2009-14
- Table 9: Savory snacks, France, brand share by value (%), 2008-09
- Table 10: Savory snacks, France, value by brand (€m), 2008-09
- Table 11: Savory snacks, France, company share by value (%), 2008-09
- Table 12: Savory snacks, France, value by company (€m), 2008-09
- Table 13: Savory snacks, France, distribution channels by value (%), 2008-09
- Table 14: Savory snacks, France, value by distribution channel (€m), 2008-09
- Table 15: Savory snacks, France, expenditure per capita (€), 2004-09
- Table 16: Savory snacks, France, forecast expenditure per capita (€), 2009-14
- Table 17: Savory snacks, France, expenditure per capita (\$), 2004-09
- Table 18: Savory snacks, France, forecast expenditure per capita (\$), 2009-14
- Table 19: Savory snacks, France, consumption per capita (kg), 2004-09
- Table 20: Savory snacks, France, forecast consumption per capita (kg), 2009-14
- Table 21: PepsiCo, Inc. key facts
- Table 22: Lorenz Bahlsen Snack-World GmbH & Co KG Germany key facts
- Table 23: Nuts and seeds, France, value by segment (€m), 2004-09
- Table 24: Nuts and seeds, France, value forecast by segment (€m), 2009-14
- Table 25: Nuts and seeds, France, value by segment (\$m), 2004-09
- Table 26: Nuts and seeds, France, value forecast by segment (\$m), 2009-14
- Table 27: Nuts and seeds, France, volume by segment (kg, million), 2004-09
- Table 28: Nuts and seeds, France, volume forecast by segment (kg, million), 2009-14
- Table 29: Nuts and seeds, France, brand share by value (%), 2008-09
- Table 30: Nuts and seeds, France, value by brand (€m), 2008-09
- Table 31: Nuts and seeds, France, company share by value (%), 2008-09
- Table 32: Nuts and seeds, France, value by company (€m), 2008-09
- Table 33: Nuts and seeds, France, distribution channels by value (%), 2008-09
- Table 34: Nuts and seeds, France, value by distribution channel (€m), 2008-09
- Table 35: Nuts and seeds, France, expenditure per capita (€), 2004-09

Table 36: Nuts and seeds, France, forecast expenditure per capita (€), 2009-14

Table 37: Nuts and seeds, France, expenditure per capita (\$), 2004-09

Table 38: Nuts and seeds, France, forecast expenditure per capita (\$), 2009-14

Table 39: Nuts and seeds, France, consumption per capita (kg), 2004-09

Table 40: Nuts and seeds, France, forecast consumption per capita (kg), 2009-14

Table 41: Other savory snacks, France, value by segment (€m), 2004-09

Table 42: Other savory snacks, France, value forecast by segment (€m), 2009-14

Table 43: Other savory snacks, France, value by segment (\$m), 2004-09

Table 44: Other savory snacks, France, value forecast by segment (\$m), 2009-14

Table 45: Other savory snacks, France, volume by segment (kg, million), 2004-09

Table 46: Other savory snacks, France, volume forecast by segment (kg, million), 2009-14

Table 47: Other savory snacks, France, brand share by value (%), 2008-09

Table 48: Other savory snacks, France, value by brand (€m), 2008-09

Table 49: Other savory snacks, France, company share by value (%), 2008-09

Table 50: Other savory snacks, France, value by company (€m), 2008-09

Table 51: Other savory snacks, France, distribution channels by value (%), 2008-09

Table 52: Other savory snacks, France, value by distribution channel (€m), 2008-09

Table 53: Other savory snacks, France, expenditure per capita (€), 2004-09

Table 54: Other savory snacks, France, forecast expenditure per capita (€), 2009-14

Table 55: Other savory snacks, France, expenditure per capita (\$), 2004-09

Table 56: Other savory snacks, France, forecast expenditure per capita (\$), 2009-14

Table 57: Other savory snacks, France, consumption per capita (kg), 2004-09

Table 58: Other savory snacks, France, forecast consumption per capita (kg), 2009-14

Table 59: Popcorn, France, value by segment (€m), 2004-09

Table 60: Popcorn, France, value forecast by segment (€m), 2009-14

Table 61: Popcorn, France, value by segment (\$m), 2004-09

Table 62: Popcorn, France, value forecast by segment (\$m), 2009-14

Table 63: Popcorn, France, volume by segment (kg, million), 2004-09

Table 64: Popcorn, France, volume forecast by segment (kg, million), 2009-14

Table 65: Popcorn, France, brand share by value (%), 2008-09

Table 66: Popcorn, France, value by brand (€m), 2008-09

Table 67: Popcorn, France, company share by value (%), 2008-09

Table 68: Popcorn, France, value by company (€m), 2008-09

Table 69: Popcorn, France, distribution channels by value (%), 2008-09

Table 70: Popcorn, France, value by distribution channel (€m), 2008-09

Table 71: Popcorn, France, expenditure per capita (€), 2004-09

Table 72: Popcorn, France, forecast expenditure per capita (€), 2009-14

Table 73: Popcorn, France, expenditure per capita (\$), 2004-09

- Table 74: Popcorn, France, forecast expenditure per capita (\$), 2009-14
- Table 75: Popcorn, France, consumption per capita (kg), 2004-09
- Table 76: Popcorn, France, forecast consumption per capita (kg), 2009-14
- Table 77: Potato chips, France, value (€m), 2004-09
- Table 78: Potato chips, France, value forecast (€m), 2009-14
- Table 79: Potato chips, France, value (\$m), 2004-09
- Table 80: Potato chips, France, value forecast (\$m), 2009-14
- Table 81: Potato chips, France, volume (kg, million), 2004-09
- Table 82: Potato chips, France, volume forecast (kg, million), 2009-14
- Table 83: Potato chips, France, brand share by value (%), 2008-09
- Table 84: Potato chips, France, value by brand (€m), 2008-09
- Table 85: Potato chips, France, company share by value (%), 2008-09
- Table 86: Potato chips, France, value by company (€m), 2008-09
- Table 87: Potato chips, France, distribution channels by value (%), 2008-09
- Table 88: Potato chips, France, value by distribution channel (€m), 2008-09
- Table 89: Potato chips, France, expenditure per capita (€), 2004-09
- Table 90: Potato chips, France, forecast expenditure per capita (€), 2009-14
- Table 91: Potato chips, France, expenditure per capita (\$), 2004-09
- Table 92: Potato chips, France, forecast expenditure per capita (\$), 2009-14
- Table 93: Potato chips, France, consumption per capita (kg), 2004-09
- Table 94: Potato chips, France, forecast consumption per capita (kg), 2009-14
- Table 95: Processed snacks, France, value by segment (€m), 2004-09
- Table 96: Processed snacks, France, value forecast by segment (€m), 2009-14
- Table 97: Processed snacks, France, value by segment (\$m), 2004-09
- Table 98: Processed snacks, France, value forecast by segment (\$m), 2009-14
- Table 99: Processed snacks, France, volume by segment (kg, million), 2004-09
- Table 100: Processed snacks, France, volume forecast by segment (kg, million), 2009-14
- Table 101: Processed snacks, France, brand share by value (%), 2008-09
- Table 102: Processed snacks, France, value by brand (€m), 2008-09
- Table 103: Processed snacks, France, company share by value (%), 2008-09
- Table 104: Processed snacks, France, value by company (€m), 2008-09
- Table 105: Processed snacks, France, distribution channels by value (%), 2008-09
- Table 106: Processed snacks, France, value by distribution channel (€m), 2008-09
- Table 107: Processed snacks, France, expenditure per capita (€), 2004-09
- Table 108: Processed snacks, France, forecast expenditure per capita (€), 2009-14
- Table 109: Processed snacks, France, expenditure per capita (\$), 2004-09
- Table 110: Processed snacks, France, forecast expenditure per capita (\$), 2009-14
- Table 111: Processed snacks, France, consumption per capita (kg), 2004-09

- Table 112: Processed snacks, France, forecast consumption per capita (kg), 2009-14
- Table 113: Global savory snacks market value, 2009
- Table 114: Global savory snacks market split (value terms (\$m), 2009), top five countries
- Table 115: Global savory snacks market volume, 2009
- Table 116: Global savory snacks market split (volume terms, 2009), top five countries
- Table 117: Leading players, top five countries
- Table 118: France savory snacks new product launches reports, by company (top five companies), 2009
- Table 119: France savory snacks new product launches SKUs, by company (top five companies), 2009
- Table 120: France savory snacks new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 121: France savory snacks new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 122: France savory snacks new product launches (reports), by package tags or claims (top 10 claims), 2009
- Table 123: France savory snacks new product launches - recent five launches (2009)
- Table 124: France population, by age group, 2004-09 (millions)
- Table 125: France population forecast, by age group, 2009-14 (millions)
- Table 126: France population, by gender, 2004-09 (millions)
- Table 127: France population forecast, by gender, 2009-14 (millions)
- Table 128: France nominal GDP, 2004-09 (€bn, nominal prices)
- Table 129: France nominal GDP forecast, 2009-14 (€bn, nominal prices)
- Table 130: France real GDP, 2004-09 (€bn, 2000 prices)
- Table 131: France real GDP forecast, 2009-14 (€bn, 2000 prices)
- Table 132: France real GDP, 2004-09 (\$bn, 2000 prices)
- Table 133: France real GDP forecast, 2009-14 (\$bn, 2000 prices)
- Table 134: France consumer price index, 2004-09 (2000=100)
- Table 135: France consumer price index, 2009-14 (2000=100)

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