

Citrus Fruit Market in New Zealand: Business Report 2012

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Business Analytic Center (BAC)

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This report is a comprehensive research of citrus fruit market in New Zealand.

The report starts with giving brief country profile for New Zealand, including general information and main economic indicators.

Further, the report provides in-depth analyses citrus fruit market in the country. It identifies key market players, including major producers, wholesalers and distributing companies. The third chapter is fully devoted to New Zealand's citrus fruit market foreign trade. It evaluates volumes and dynamics of imports and exports within the sector in the recent years.

The last chapter lists all major New Zealand consumers of citrus fruit, as well as provides results of the purchase activity monitoring related to these materials, which is achieved due to keeping track of various tenders databases, websites and marketplaces.

The aim of this study is to provide a tool which will assist strategy group and the management team specialists in making correct decisions as how to penetrate the New Zealand market and how to catch the maximum commercial opportunities in dealing with business partners in this country.

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