

Europe Flatbread Market by Product Type (Focaccia, Tortilla, Pinsa Romana, Pita, Naan and Others), Distribution Channel (Food Service and Retail), and Nature (Ambient, Fresh, and Frozen): Europe Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

A flatbread is prepared with flour, water, and salt and exists in various cultures throughout the world. The thickness of the bread can range from a few millimeters to a few centimeters. Moreover, rather than using a fork or spoon, many people use a flatbread to wrap or scoop food. Multigrain variants of flatbread are gaining popularity owing to increased health awareness. Different types of flatbreads are made by pouring semi-fluid batters onto cooking plates. These batters are often obtained from gluten-free cereals like rice, sorghum, teff, maize, or black beans which are usually fermented.

Convenience foods refer to the products, which require minimal processing and can be prepared easily without much efforts. The preference for on-the-go food products, which are readily available in the market has increased, due to changes in eating habits and busy lifestyle. For instance, availability of various ready to eat flatbreads in the market to make sandwiches at home easily without much efforts significantly contributes toward the growth of the flatbread market. Moreover, easy availability of convenience food in online and offline platform helps in increasing the consumer base for the Europe flatbread market.

Increase in preference of consumer toward gluten-free flatbread products such as naan, pita, and focaccia owing to rise in health cautiousness drives the growth of the Europe flatbread market. Moreover, availability of various healthy alternatives in the market with

low-calorie content, fat-free, and cholesterol-free products is expected to fuel the market growth. Furthermore, surge in demand for breads in wheat base and whole grains, which are rich in fiber and proteins, supplement the growth of the Europe flatbread market.

The Europe flatbread market is segmented into product type, distribution channel, and nature. By product type, the market is categorized into focaccia, tortilla, pinsa romana, pita, naan and others. Depending on distribution channel, it is classified into food service and retail. By nature, it is categorized into ambient, fresh and frozen.

The key players operating in the Europe flatbread industry includes ARYZTA AG (ARYZTA), Bio Bakkerij De Trog, Boboli Benelux B.V. (Boboli), BRIDOR SAS (Bridor), Chaucer Foods Ltd, Delifrance S A, Dutch Bakery B.V., Europizza srl, Signature Breads Inc., Specialty Breads Ltd., and Vandemoortele NV.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the Europe flatbread market analysis from 2019 to 2027 to identify the prevailing market opportunities.

The key countries in the Europe region are mapped on the basis of their market share.

Europe flatbread market forecast is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the market segmentation assists to determine the prevailing market opportunities.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the Europe flatbread market trends, key players, market segments, application areas, and growth strategies.

KEY MARKET SEGMENTS

By Product Type

Focaccia

Tortilla

Pinsa Romana

Pita

Naan

Others

By Distribution Channel

Food Service

Retail

Hypermarket/Supermarket

Specialty/Convenience Stores

Bakeries

Online

By Nature

Ambient

Fresh

Frozen

By Country

UK

Germany

France

Italy

Turkey

Belgium

Netherlands

Rest of Europe

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Primary research
 - 1.4.2.Secondary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
 - 2.1.1.Top impacting factors
 - 2.1.2.Top investment pockets
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Porter five forces analysis
- 3.3.Top player positioning 2019
- 3.4.Market dynamics
 - 3.4.1.Drivers
 - 3.4.1.1.Expansion in quick service restaurant
 - 3.4.1.2.Increase in demand for convenience foods
 - 3.4.1.3.Consumer preference towards frozen flatbread products
 - 3.4.2.Restraints
 - 3.4.2.1.Gluten in flatbread restricts target audience
 - 3.4.2.2.Maintaining freshness and softness for extended period remains major challenge for the players
 - 3.4.3.Opportunities
 - 3.4.3.1.Consumer preference for gluten free and sugar free flatbread
 - 3.4.3.2.Focus on improving quality, shelf life, and lessen production costs
 - 3.4.3.3.Clean label in flatbread packaging
- 3.5.Pricing analysis
- 3.6.Competitive assessment of flatbread substitutes

CHAPTER 4:EUROPE FLATBREAD MARKET, BY PRODUCT TYPE

4.1.Overview

4.1.1.Market size and forecast, by product type

4.2.Focaccia

4.2.1.Key market trends, growth factors, and opportunities

4.2.2.Market size and forecast, by country

4.2.3.Market analysis, by country

4.3.Tortilla

4.3.1.Key market trends, growth factors, and opportunities

4.3.2.Market size and forecast, by country

4.3.3.Market analysis, by country

4.4.Pinsa Romana

4.4.1.Key market trends, growth factors, and opportunities

4.4.2.Market size and forecast, by country

4.4.3.Market analysis, by country

4.5.Pita

4.5.1.Key market trends, growth factors, and opportunities

4.5.2.Market size and forecast, by country

4.5.3.Market analysis, by country

4.6.Naan

4.6.1.Key market trends, growth factors, and opportunities

4.6.2.Market size and forecast, by country

4.6.3.Market analysis, by country

4.7.Others

4.7.1.Key market trends, growth factors, and opportunities

4.7.2.Market size and forecast, by country

4.7.3.Market analysis, by country

CHAPTER 5:EUROPE FLATBREAD MARKET, BY DISTRIBUTION CHANNEL

5.1.Overview

5.1.1.Market size and forecast, by distribution channel

5.2.Food service

5.2.1.Key market trends, growth factors, and opportunities

5.2.2.Market size and forecast, by country

5.2.3.Market analysis, by country

5.3.Retail

- 5.3.1.Key market trends, growth factors, and opportunities
 - 5.3.1.1.Market size and forecast, by country
- 5.3.2.Market analysis, by country
 - 5.3.2.1.Hypermarket/supermarket
 - 5.3.2.2.Market size and forecast, by country
 - 5.3.2.3.Specialty/convenience stores
 - 5.3.2.4.Market size and forecast, by country
 - 5.3.2.5.Bakery
 - 5.3.2.6.Market size and forecast, by country
 - 5.3.2.7.Online
 - 5.3.2.8.Market size and forecast, by country

CHAPTER 6:EUROPE FLATBREAD MARKET, BY NATURE

- 6.1.Overview
 - 6.1.1.Market size and forecast, by nature
- 6.2.Ambient
 - 6.2.1.Key market trends, growth factors, and opportunities
 - 6.2.2.Market size and forecast, by country
 - 6.2.3.Market analysis, by country
- 6.3.Fresh
 - 6.3.1.Key market trends, growth factors, and opportunities
 - 6.3.1.1.Market size and forecast, by country
 - 6.3.2.Market analysis, by country
- 6.4.Frozen
 - 6.4.1.Key market trends, growth factors, and opportunities
 - 6.4.1.1.Market size and forecast, by country
 - 6.4.2.Market analysis, by country

CHAPTER 7:EUROPE FLATBREAD MARKET, BY COUNTRY

- 7.1.Overview
 - 7.1.1.Market size and forecast, by country
 - 7.1.1.1.UK
 - 7.1.1.1.1.Market size and forecast, by type
 - 7.1.1.1.2.Market size and forecast, by distribution channel
 - 7.1.1.1.3.Market size and forecast, by nature
 - 7.1.1.2.Germany
 - 7.1.1.2.1.Market size and forecast, by type

- 7.1.1.2.2. Market size and forecast, by distribution channel
- 7.1.1.2.3. Market size and forecast, by nature
- 7.1.1.3. France
 - 7.1.1.3.1. Market size and forecast, by type
 - 7.1.1.3.2. Market size and forecast, by distribution channel
 - 7.1.1.3.3. Market size and forecast, by nature
- 7.1.1.4. Italy
 - 7.1.1.4.1. Market size and forecast, by type
 - 7.1.1.4.2. Market size and forecast, by distribution channel
 - 7.1.1.4.3. Market size and forecast, by nature
- 7.1.1.5. Turkey
 - 7.1.1.5.1. Market size and forecast, by type
 - 7.1.1.5.2. Market size and forecast, by distribution channel
 - 7.1.1.5.3. Market size and forecast, by nature
- 7.1.1.6. Belgium
 - 7.1.1.6.1. Market size and forecast, by type
 - 7.1.1.6.2. Market size and forecast, by distribution channel
 - 7.1.1.6.3. Market size and forecast, by nature
- 7.1.1.7. Netherlands
 - 7.1.1.7.1. Market size and forecast, by type
 - 7.1.1.7.2. Market size and forecast, by distribution channel
 - 7.1.1.7.3. Market size and forecast, by nature
- 7.1.1.8. Rest Of Europe
 - 7.1.1.8.1. Market size and forecast, by type
 - 7.1.1.8.2. Market size and forecast, by distribution channel
 - 7.1.1.8.3. Market size and forecast, by nature

CHAPTER 8: COMPETITION LANDSCAPE

- 8.1. Top winning strategies
- 8.2. Competitive dashboard
- 8.3. Competitive heat map
- 8.4. Key developments
 - 8.4.1. Business expansion
 - 8.4.2. Product launch
 - 8.4.3. Partnership
 - 8.4.4. Merger
 - 8.4.5. Acquisition

CHAPTER 9:COMPANY PROFILES

9.1.ARYZTA AG

- 9.1.1.Company overview
- 9.1.2.Key executive
- 9.1.3.Company snapshot
- 9.1.4.Product portfolio
- 9.1.5.R&D expenditure
- 9.1.6.Business performance
- 9.1.7.Key strategic moves and developments

9.2.BIO BAKKERIJ DE TROG

- 9.2.1.Company overview
- 9.2.2.Key executive
- 9.2.3.Company snapshot
- 9.2.4.Product portfolio
- 9.2.5.Key strategic moves and developments

9.3.BOBOLI BENELUX B.V.

- 9.3.1.Company overview
- 9.3.2.Company snapshot
- 9.3.3.Product portfolio

9.4.BRIDOR SAS

- 9.4.1.Company overview
- 9.4.2.Key executive
- 9.4.3.Company snapshot
- 9.4.4.Product portfolio
- 9.4.5.Key strategic moves and developments

9.5.CHAUCER FOODS LTD.

- 9.5.1.Company overview
- 9.5.2.Company snapshot
- 9.5.3.Product portfolio
- 9.5.4.Key strategic moves and developments

9.6.DELIFRANCE S A

- 9.6.1.Company overview
- 9.6.2.Key executive
- 9.6.3.Company snapshot
- 9.6.4.Product portfolio
- 9.6.5.Key strategic moves and developments

9.7.DUTCH BAKERY GROUP B.V.

- 9.7.1.Company overview

- 9.7.2.Key executive
- 9.7.3.Company snapshot
- 9.7.4.Product portfolio
- 9.8.EUROPIZZA S.R.L.
 - 9.8.1.Company overview
 - 9.8.2.Company snapshot
 - 9.8.3.Product portfolio
- 9.9.MISSION FOODS
 - 9.9.1.Company overview
 - 9.9.2.Key executive
 - 9.9.3.Company snapshot
 - 9.9.4.Operating business segments
 - 9.9.5.Product portfolio
 - 9.9.6.R&D expenditure
 - 9.9.7.Business performance
- 9.10.NOVEPAN
 - 9.10.1.Company overview
 - 9.10.2.Key executive
 - 9.10.3.Company snapshot
 - 9.10.4.Product portfolio
 - 9.10.5.Key strategic moves and developments
- 9.11.OROPAN S.P.A.
 - 9.11.1.Company overview
 - 9.11.2.Key executive
 - 9.11.3.Company snapshot
 - 9.11.4.Product portfolio
- 9.12.PAN'ARTISAN
 - 9.12.1.Company overview
 - 9.12.2.Company snapshot
 - 9.12.3.Product portfolio
- 9.13.PANIFICIO PASTICCERIA TOSSINI 1 S.P.A.
 - 9.13.1.Company overview
 - 9.13.2.Company snapshot
 - 9.13.3.Product portfolio
- 9.14.SIGNATURE BREADS, INC.
 - 9.14.1.Company overview
 - 9.14.2.Key executive
 - 9.14.3.Company snapshot
 - 9.14.4.Product portfolio

9.15.SPECIALITY BREADS LTD.

- 9.15.1.Company overview
- 9.15.2.Key executive
- 9.15.3.Company snapshot
- 9.15.4.Product portfolio
- 9.15.5.Key strategic moves and developments

9.16.VANDEMOORTELE NV

- 9.16.1.Company overview
- 9.16.2.Key executive
- 9.16.3.Company snapshot
- 9.16.4.Operating business segments
- 9.16.5.Product portfolio
- 9.16.6.Business performance
- 9.16.7.Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 01. EUROPE FLATBREAD MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 02. EUROPE FLATBREAD MARKET REVENUE FOR FOCACCIA, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 03. EUROPE FLATBREAD MARKET REVENUE FOR TORTILLA, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 04. EUROPE FLATBREAD MARKET REVENUE FOR PINSA ROMANA, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 05. EUROPE FLATBREAD MARKET REVENUE FOR PITA, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 06. EUROPE FLATBREAD MARKET REVENUE FOR NAAN, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 07. EUROPE FLATBREAD MARKET REVENUE FOR OTHERS, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 08. EUROPE FLATBREAD MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 09. EUROPE FLATBREAD MARKET REVENUE FOR FOOD SERVICE, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 10. EUROPE FLATBREAD MARKET REVENUE FOR RETAIL, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 11. EUROPE FLATBREAD MARKET REVENUE FOR HYPERMARKET/SUPERMARKET, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 12. EUROPE FLATBREAD MARKET REVENUE FOR SPECIALTY/CONVENIENCE STORES, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 13. EUROPE FLATBREAD MARKET REVENUE FOR BAKERY, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 14. EUROPE FLATBREAD MARKET REVENUE FOR ONLINE, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 15. EUROPE FLATBREAD MARKET REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 16. EUROPE FLATBREAD MARKET REVENUE FOR AMBIENT, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 17. EUROPE FLATBREAD MARKET REVENUE FOR FRESH, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 18. EUROPE FLATBREAD MARKET REVENUE FOR FROZEN, BY COUNTRY,

2019-2027 (\$MILLION)

TABLE 19.EUROPE FLATBREAD MARKET REVENUE, BY COUNTRY, 2019-2027 (\$MILLION)

TABLE 20.UK FLATBREAD MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$MILLION)

TABLE 21.UK FLATBREAD MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 22.UK FLATBREAD MARKET REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 23.GERMANY FLATBREAD MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$MILLION)

TABLE 24.GERMANY FLATBREAD MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 25.GERMANY FLATBREAD MARKET REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 26.FRANCE FLATBREAD MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$MILLION)

TABLE 27.FRANCE FLATBREAD MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 28.FRANCE FLATBREAD MARKET REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 29.ITALY FLATBREAD MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$MILLION)

TABLE 30.ITALY FLATBREAD MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 31.ITALY FLATBREAD MARKET REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 32.TURKEY FLATBREAD MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$MILLION)

TABLE 33.TURKEY FLATBREAD MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 34.TURKEY FLATBREAD MARKET REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 35.BELGIUM FLATBREAD MARKET REVENUE, BY PRODUCT TYPE 2019–2027 (\$MILLION)

TABLE 36.BELGIUM FLATBREAD MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 37.BELGIUM FLATBREAD MARKET REVENUE, BY NATURE, 2019–2027 (\$MILLION)

TABLE 38. NETHERLANDS FLATBREAD MARKET REVENUE, BY PRODUCT TYPE
2019–2027 (\$MILLION)

TABLE 39. NETHERLANDS FLATBREAD MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$MILLION)

TABLE 40. NETHERLANDS FLATBREAD MARKET REVENUE, BY NATURE,
2019–2027 (\$MILLION)

TABLE 41. REST OF EUROPE FLATBREAD MARKET REVENUE, BY PRODUCT
TYPE 2019–2027 (\$MILLION)

TABLE 42. REST OF EUROPE FLATBREAD MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$MILLION)

TABLE 43. REST OF EUROPE FLATBREAD MARKET REVENUE, BY NATURE,
2019–2027 (\$MILLION)

TABLE 44. ARYZTA AG : KEY EXECUTIVE

TABLE 45. ARYZTA AG : COMPANY SNAPSHOT

TABLE 46. ARYZTA AG : PRODUCT PORTFOLIO

TABLE 47. ARYZTA AG : R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 48. ARYZTA AG : NET SALES, 2017–2019 (\$MILLION)

TABLE 49. BIO BAKKERIJ DE TROG: KEY EXECUTIVE

TABLE 50. BIO BAKKERIJ DE TROG: COMPANY SNAPSHOT

TABLE 51. BIO BAKKERIJ DE TROG: PRODUCT PORTFOLIO

TABLE 52. BOBOLI BENELUX B.V.: COMPANY SNAPSHOT

TABLE 53. BOBOLI BENELUX B.V.: PRODUCT PORTFOLIO

TABLE 54. BRIDOR SAS: KEY EXECUTIVE

TABLE 55. BRIDOR SAS: COMPANY SNAPSHOT

TABLE 56. BRIDOR SAS: PRODUCT PORTFOLIO

TABLE 57. CHAUCER FOODS LTD.: COMPANY SNAPSHOT

TABLE 58. CHAUCER FOODS LTD.: PRODUCT PORTFOLIO

TABLE 59. DELIFRANCE S A: KEY EXECUTIVE

TABLE 60. DELIFRANCE S A: COMPANY SNAPSHOT

TABLE 61. DELIFRANCE S A: PRODUCT PORTFOLIO

TABLE 62. DUTCH BAKERY GROUP B.V.: KEY EXECUTIVE

TABLE 63. DUTCH BAKERY GROUP B.V.: COMPANY SNAPSHOT

TABLE 64. DUTCH BAKERY GROUP B.V.: PRODUCT PORTFOLIO

TABLE 65. EUROPIZZA S.R.L.: COMPANY SNAPSHOT

TABLE 66. EUROPIZZA S.R.L.: PRODUCT PORTFOLIO

TABLE 67. MISSION FOODS: KEY EXECUTIVE

TABLE 68. MISSION FOODS: COMPANY SNAPSHOT

TABLE 69. MISSION FOODS: OPERATING SEGMENTS

TABLE 70. MISSION FOODS: PRODUCT PORTFOLIO

TABLE 71.MISSION FOODS: R&D EXPENDITURE, 2017–2019 (\$MILLION)
TABLE 72.MISSION FOODS: NET SALES, 2017–2019 (\$MILLION)
TABLE 73.NOVEPAN: KEY EXECUTIVE
TABLE 74.NOVEPAN: COMPANY SNAPSHOT
TABLE 75.NOVEPAN: PRODUCT PORTFOLIO
TABLE 76.OROPAN S.P.A.: KEY EXECUTIVE
TABLE 77.OROPAN S.P.A.: COMPANY SNAPSHOT
TABLE 78.OROPAN S.P.A.: PRODUCT PORTFOLIO
TABLE 79.PAN'ARTISAN: COMPANY SNAPSHOT
TABLE 80.PAN'ARTISAN: PRODUCT PORTFOLIO
TABLE 81.PANIFICIO PASTICCERIA TOSSINI 1 S.P.A.: COMPANY SNAPSHOT
TABLE 82.PANIFICIO PASTICCERIA TOSSINI 1 S.P.A.: PRODUCT PORTFOLIO
TABLE 83.SIGNATURE BREADS, INC.: KEY EXECUTIVE
TABLE 84.SIGNATURE BREADS, INC.: COMPANY SNAPSHOT
TABLE 85.SIGNATURE BREADS, INC.: PRODUCT PORTFOLIO
TABLE 86.SPECIALITY BREADS LTD.: KEY EXECUTIVE
TABLE 87.SPECIALITY BREADS LTD.: COMPANY SNAPSHOT
TABLE 88.SPECIALITY BREADS LTD.: PRODUCT PORTFOLIO
TABLE 89.VANDEMOORTELE NV: KEY EXECUTIVE
TABLE 90.VANDEMOORTELE NV: COMPANY SNAPSHOT
TABLE 91.VANDEMOORTELE NV: OPERATING SEGMENTS
TABLE 92.VANDEMOORTELE NV: PRODUCT PORTFOLIO
TABLE 93.VANDEMOORTELE NV: NET SALES, 2017–2019 (\$MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.TOP IMPACTING FACTORS

FIGURE 04.TOP INVESTMENT POCKETS

FIGURE 05.MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 06.HIGH BARGAINING POWER OF BUYERS

FIGURE 07.MODERATE THREAT OF SUBSTITUTION

FIGURE 08.HIGH THREAT OF NEW ENTRANTS

FIGURE 09.HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 10.MARKET DYNAMICS

FIGURE 11.EUROPE FLATBREAD MARKET, BY PRODUCT TYPE, 2019 (%)

FIGURE 12.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR FOCACCIA, BY COUNTRY, 2019 & 2027 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR TORTILLA, BY COUNTRY, 2019 & 2027 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR PINSA ROMANA, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR PITA, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR NAAN, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.EUROPE FLATBREAD MARKET, BY DISTRIBUTION CHANNEL, 2019 (%)

FIGURE 19.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR FOOD SERVICE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR RETAIL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.EUROPE FLATBREAD MARKET, BY NATURE, 2019 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR AMBIENT, BY COUNTRY, 2019 & 2027 (%)

FIGURE 23.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET FOR FRESH, BY COUNTRY, 2019 & 2027 (%)

FIGURE 24.COMPARATIVE SHARE ANALYSIS OF EUROPE FLATBREAD MARKET

FOR FROZEN, BY COUNTRY, 2019 & 2027 (%)

FIGURE 25.EUROPE FLATBREAD MARKET, BY COUNTRY, 2019 (%)

FIGURE 26.UK FLATBREAD MARKET REVENUE, 2019-2027 (\$MILLION)

FIGURE 27.GERMANY FLATBREAD MARKET REVENUE, 2019-2027 (\$MILLION)

FIGURE 28.FRANCE FLATBREAD MARKET REVENUE, 2019-2027 (\$MILLION)

FIGURE 29.ITALY FLATBREAD MARKET REVENUE, 2019-2027 (\$MILLION)

FIGURE 30.TURKEY FLATBREAD MARKET REVENUE, 2019-2027 (\$MILLION)

FIGURE 31.BELGIUM FLATBREAD MARKET REVENUE, 2019-2027 (\$MILLION)

FIGURE 32.NETHERLANDS FLATBREAD MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 33.REST OF EUROPE FLATBREAD MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 34.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020* (%)

FIGURE 35.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 36.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

FIGURE 37.ARYZTA AG : R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 38.ARYZTA AG : NET SALES, 2017–2019 (\$MILLION)

FIGURE 39.ARYZTA AG: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 40.MISSION FOODS: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 41.MISSION FOODS: NET SALES, 2017–2019 (\$MILLION)

FIGURE 42.MISSION FOODS: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 43.MISSION FOODS: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 44.VANDEMOORTELE NV: NET SALES, 2017–2019 (\$MILLION)

FIGURE 45.VANDEMOORTELE NV: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 46.VANDEMOORTELE NV: REVENUE SHARE BY REGION, 2019 (%)

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