

Au Lait! Global Market Performance and Prospects for Drinking Milk Products

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Abstracts

Despite its maturity, the global market for drinking milk products continued to grow in both retail volume and value in 2011. Consumption increased in emerging markets, supporting global volumes, as wealthier consumers switched from unprocessed to processed formats. Meanwhile, stronger real terms retail value growth stemmed from a mix of higher input costs and sustained consumer demand for added value. Looking ahead, a continued focus on innovation should bolster retail values and margins.

Euromonitor International's Au Lait! Global Market Performance and Prospects for Drinking Milk Products global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Au Lait! Global Market Performance and Prospects for Drinking Milk Products

Euromonitor International

April 2012

Introduction

Global Market Performance

Regional Performance

Category Performance

Global Prospects and Opportunities

Report Definitions

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