

Bakery in Ecuador

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The unit price of unpackaged artisanal bread continues to be priced by the government in 2010. During the third quarter of 2008, the Ecuadorian government set a fixed price of US\$0.10 for artisanal bread for low-income groups, labelled as 'popular bread'. Now, in 2010, higher prices of raw materials are again putting pressure on bakers to increase the price of artisanal bread. The government may restrict them from doing so, but an agreement could be reached to increase prices over the forecast...

Euromonitor International's Baked Goods in Ecuador report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Bread, Cakes, Hot Cereals, Pastries, RTE Cereals, Savoury Biscuits and Crackers, Sweet Biscuits.

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

Why buy this report?

- Get a detailed picture of the Baked Goods 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 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Bakery in Ecuador
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LIST OF CONTENTS AND TABLES

Executive Summary
Packaged Food Industry Begins To Recover From Economic Downturn

New Product Launches in Line With Convenience and Health Awareness

Artisanal Products Lose Share in Packaged Food

Low-cost Supermarkets Grow in Ecuador

Improved Economy Will Promote Growth in the Forecast Period

Market Data

Table 1 Sales of Packaged Food by Category: Volume 2005-2010

Table 2 Sales of Packaged Food by Category: Value 2005-2010

Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010

Table 5 GBO Shares of Packaged Food 2005-2009

Table 6 NBO Shares of Packaged Food 2005-2009

Table 7 NBO Brand Shares of Packaged Food 2006-2009

Table 8 Penetration of Private Label by Category 2005-2009

Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010

Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis 2010

Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015

Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015

Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2005-2010

Table 40 Sales of Meal Solutions by Category: Value 2005-2010

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 43 Company Shares of Meal Solutions 2005-2009

Table 44 Brand Shares of Meal Solutions 2006-2009

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Alimentos Ecuatorianos SA Alimec

Strategic Direction

Key Facts

Summary 2 Alimentos Ecuatorianos SA Alimec: Key Facts

Company Background

Production

Competitive Positioning

Summary 3 Alimentos Ecuatorianos SA Alimec: Competitive Position 2009

Confites Ecuatorianos Ca (confiteca)

Strategic Direction

Key Facts

Summary 4 Confites Ecuatorianos CA: Key Facts

Summary 5 Confites Ecuatorianos CA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 6 Confites Ecuatorianos CA: Competitive Position 2009

La Fabril SA

Strategic Direction

Key Facts

Summary 7 La Fabril SA: Key Facts

Summary 8 La Fabril SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 La Fabril SA: Competitive Position 2009

Negocios Industriales Real SA

Strategic Direction

Key Facts

Summary 10 Negocios Industriales Real SA: Key Facts

Summary 11 Negocios Industriales Real SA: Operational Indicators

Company Background**Production**

Summary 12 Negocios Industriales Real SA: Production Statistics 2008

Competitive Positioning

Summary 13 Negocios Industriales Real SA: Competitive Position 2009

Procesadora Nacional De Alimentos Ca**Strategic Direction****Key Facts**

Summary 14 Procesadora Nacional de Alimentos CA: Key Facts

Summary 15 Procesadora Nacional de Alimentos CA: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 16 Procesadora Nacional de Alimentos CA: Competitive Position 2009

Headlines**Trends****Competitive Landscape****Prospects****Category Data**

Table 49 Sales of Baked Goods by Category: Volume 2005-2010

Table 50 Sales of Baked Goods by Category: Value 2005-2010

Table 51 Sales of Baked Goods by Category: % Volume Growth 2005-2010

Table 52 Sales of Baked Goods by Category: % Value Growth 2005-2010

Table 53 Packaged/Industrial Cakes: Single Portion vs Multi-pack % Breakdown by Type 2005-2010

Table 54 Baked Goods Company Shares 2005-2009

Table 55 Baked Goods Brand Shares 2006-2009

Table 56 Sales of Baked Goods by Distribution Format: % Analysis 2005-2010

Table 57 Forecast Sales of Baked Goods by Category: Volume 2010-2015

Table 58 Forecast Sales of Baked Goods by Category: Value 2010-2015

Table 59 Forecast Sales of Baked Goods by Category: % Volume Growth 2010-2015

Table 60 Forecast Sales of Baked Goods by Category: % Value Growth 2010-2015

Headlines**Trends****Competitive Landscape****Prospects****Category Data**

Table 61 Sales of Biscuits by Category: Volume 2005-2010

Table 62 Sales of Biscuits by Category: Value 2005-2010

Table 63 Sales of Biscuits by Category: % Volume Growth 2005-2010

Table 64 Sales of Biscuits by Category: % Value Growth 2005-2010

Table 65 Biscuits Company Shares 2005-2009

Table 66 Biscuits Brand Shares 2006-2009

Table 67 Sales of Biscuits by Distribution Format: % Analysis 2005-2010

Table 68 Forecast Sales of Biscuits by Category: Volume 2010-2015

Table 69 Forecast Sales of Biscuits by Category: Value 2010-2015

Table 70 Forecast Sales of Biscuits by Category: % Volume Growth 2010-2015

Table 71 Forecast Sales of Biscuits by Category: % Value Growth 2010-2015

Headlines**Trends****Competitive Landscape****Prospects****Category Data**

Table 72 Sales of Breakfast Cereals by Category: Volume 2005-2010

Table 73 Sales of Breakfast Cereals by Category: Value 2005-2010

Table 74 Sales of Breakfast Cereals by Category: % Volume Growth 2005-2010

Table 75 Sales of Breakfast Cereals by Category: % Value Growth 2005-2010

Table 76 Breakfast Cereals Company Shares 2005-2009

Table 77 Breakfast Cereals Brand Shares 2006-2009

Table 78 Sales of Breakfast Cereals by Distribution Format: % Analysis 2005-2010

Table 79 Forecast Sales of Breakfast Cereals by Category: Volume 2010-2015

Table 80 Forecast Sales of Breakfast Cereals by Category: Value 2010-2015

Table 81 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2010-2015

Table 82 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2010-2015

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