

Bakery Products - Czech Republic

<https://marketpublishers.com/r/B631E0856F7EN.html>

Date: December 2009

Pages: 74

Price: US\$ 1,900.00 (Single User License)

ID: B631E0856F7EN

Abstracts

Baked goods is one of the largest categories in the Czech packaged food market. Czech consumers eat bread and wheat rolls on a daily basis, either using them to make sandwiches or as a side dish with soup. Buttered bread with ham, cheese or jam is considered to be a classic breakfast. According to the Czech Statistics Office, consumer preferences in baked goods are gradually changing. While classic bread and wheat rolls remain the most popular products, demand for more novel baked goods like...

Euromonitor International's Baked goods in Czech Republic report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2004-2008, 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 2013 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 Packaged Food industry;

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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Bakery Products in the Czech Republic
Euromonitor International
December 2009

LIST OF CONTENTS AND TABLES

Executive Summary
Reduction in Disposable Income of Czech Households
Unit Prices Increasing
Consumers Substitute Branded Products With Private Label
Discounters Record Impressive Growth
Slow Growth of Packaged Food Over the Forecast Period
Key Trends and Developments
Influence of Economic Downturn
Private Label Strengthens Its Position
Health and Wellness Trend Increases in Importance
Chained Retailers
Domestic Companies Feel the Pressure From International Players
Market Data
Table 1 Sales of Packaged Food by Sector: Volume 2004-2009
Table 2 Sales of Packaged Food by Sector: Value 2004-2009
Table 3 Sales of Packaged Food by Sector: % Volume Growth 2004-2009
Table 4 Sales of Packaged Food by Sector: % Value Growth 2004-2009
Table 5 GBO Shares of Packaged Food 2004-2008
Table 6 NBO Shares of Packaged Food 2004-2008
Table 7 Brand Shares of Packaged Food 2005-2008
Table 8 Penetration of Private Label by Sector 2004-2008
Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2004-2009
Table 10 Sales of Packaged Food by Sector and Distribution Format: % Analysis 2009
Table 11 Forecast Sales of Packaged Food by Sector: Volume 2009-2014
Table 12 Forecast Sales of Packaged Food by Sector: Value 2009-2014
Table 13 Forecast Sales of Packaged Food by Sector: % Volume Growth 2009-2014
Table 14 Forecast Sales of Packaged Food by Sector: % Value Growth 2009-2014
Foodservice - Key Trends and Developments
Headlines
Trends
Competitive Landscape

Prospects

Sector Data

Table 15 Foodservice Sales of Packaged Food by Sector: Volume 2004-2009

Table 16 Foodservice Sales of Packaged Food by Sector: % Volume Growth 2004-2009

Table 17 Forecast Foodservice Sales of Packaged Food by Sector: Volume 2009-2014

Table 18 Forecast Foodservice Sales of Packaged Food by Sector: % Volume Growth 2009-2014

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 19 Sales of Impulse and Indulgence Products by Sector: Volume 2004-2009

Table 20 Sales of Impulse and Indulgence Products by Sector: Value 2004-2009

Table 21 Sales of Impulse and Indulgence Products by Sector: % Volume Growth 2004-2009

Table 22 Sales of Impulse and Indulgence Products by Sector: % Value Growth 2004-2009

Table 23 Company Shares of Impulse and Indulgence Products 2004-2008

Table 24 Brand Shares of Impulse and Indulgence Products 2005-2008

Table 25 Forecast Sales of Impulse and Indulgence Products by Sector: Volume 2009-2014

Table 26 Forecast Sales of Impulse and Indulgence Products by Sector: Value 2009-2014

Table 27 Forecast Sales of Impulse and Indulgence Products by Sector: % Volume Growth 2009-2014

Table 28 Forecast Sales of Impulse and Indulgence Products by Sector: % Value Growth 2009-2014

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 29 Sales of Nutrition/Staples by Sector: Volume 2004-2009

Table 30 Sales of Nutrition/Staples by Sector: Value 2004-2009

Table 31 Sales of Nutrition/Staples by Sector: % Volume Growth 2004-2009

Table 32 Sales of Nutrition/Staples by Sector: % Value Growth 2004-2009

Table 33 Company Shares of Nutrition/Staples 2004-2008

Table 34 Brand Shares of Nutrition/Staples 2005-2008

Table 35 Forecast Sales of Nutrition/Staples by Sector: Volume 2009-2014

Table 36 Forecast Sales of Nutrition/Staples by Sector: Value 2009-2014

Table 37 Forecast Sales of Nutrition/Staples by Sector: % Volume Growth 2009-2014

Table 38 Forecast Sales of Nutrition/Staples by Sector: % Value Growth 2009-2014

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 39 Sales of Meal Solutions by Sector: Volume 2004-2009

Table 40 Sales of Meal Solutions by Sector: Value 2004-2009

Table 41 Sales of Meal Solutions by Sector: % Volume Growth 2004-2009

Table 42 Sales of Meal Solutions by Sector: % Value Growth 2004-2009

Table 43 Company Shares of Meal Solutions 2004-2008

Table 44 Brand Shares of Meal Solutions 2005-2008

Table 45 Forecast Sales of Meal Solutions by Sector: Volume 2009-2014

Table 46 Forecast Sales of Meal Solutions by Sector: Value 2009-2014

Table 47 Forecast Sales of Meal Solutions by Sector: % Volume Growth 2009-2014

Table 48 Forecast Sales of Meal Solutions by Sector: % Value Growth 2009-2014

Definitions

Summary 1 Research Sources

Adria Gold Sro

Strategic Direction

Key Facts

Summary 2 Adria Gold sro: Key Facts

Company Background

Production

Summary 3 Adria Gold sro: Production Statistics 2008

Competitive Positioning

Emco Spol Sro

Strategic Direction

Key Facts

Summary 4 Emco spol sro: Key Facts

Company Background

Production

Competitive Positioning

Summary 5 Emco spol sro: Competitive Position 2008

Farm Frites Cz

Strategic Direction

Key Facts

Summary 6 Farm Frites CZ: Key Facts

Company Background

Production

Competitive Positioning

Hamé As

Strategic Direction

Key Facts

Summary 7 Hamé as: Key Facts

Summary 8 Hamé as: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 Hamé as: Competitive Position 2008

Madeta As

Strategic Direction

Key Facts

Summary 10 Madeta as: Key Facts

Company Background

Production

Competitive Positioning

Summary 11 Madeta as: Competitive Position 2008

Nowaco Czech Republic Sro

Strategic Direction

Key Facts

Summary 12 Nowaco Opava sro: Key Facts

Company Background

Production

Summary 13 Nowaco Opava sro: Production Statistics 2008

Competitive Positioning

Olma As

Strategic Direction

Key Facts

Summary 14 OLMA as: Key Facts

Summary 15 OLMA as: Operational Indicators

Company Background

Production

Summary 16 OLMA as: Production Statistics 2008

Competitive Positioning

Summary 17 OLMA as: Competitive Position 2008

Penam As

Strategic Direction

Key Facts

Summary 18 Penam as: Key Facts

Company Background

Production

Competitive Positioning

Summary 19 Penam as: Competitive Position 2008

Setuza As

Strategic Direction

Key Facts

Summary 20 Setuza as: Key Facts

Company Background

Production

Competitive Positioning

Summary 21 Setuza as: Competitive Position 2008

Vitana As

Strategic Direction

Key Facts

Summary 22 Vitana as: Key Facts

Company Background

Production

Competitive Positioning

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 49 Sales of Baked Goods by Subsector: Volume 2004-2009

Table 50 Sales of Baked Goods by Subsector: Value 2004-2009

Table 51 Sales of Baked Goods by Subsector: % Volume Growth 2004-2009

Table 52 Sales of Baked Goods by Subsector: % Value Growth 2004-2009

Table 53 Packaged/Industrial Bread by Type: % Value Breakdown 2004-2009

Table 54 Packaged Cakes: Single Portion vs Multi-pack % Breakdown by Type
2004-2009

Table 55 Baked Goods Company Shares 2004-2008

Table 56 Baked Goods Brand Shares 2005-2008

Table 57 Forecast Sales of Baked Goods by Subsector: Volume 2009-2014

Table 58 Forecast Sales of Baked Goods by Subsector: Value 2009-2014

Table 59 Forecast Sales of Baked Goods by Subsector: % Volume Growth 2009-2014

Table 60 Forecast Sales of Baked Goods by Subsector: % Value Growth 2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 61 Sales of Biscuits by Subsector: Volume 2004-2009

Table 62 Sales of Biscuits by Subsector: Value 2004-2009

Table 63 Sales of Biscuits by Subsector: % Volume Growth 2004-2009

Table 64 Sales of Biscuits by Subsector: % Value Growth 2004-2009

Table 65 Biscuits Company Shares 2004-2008

Table 66 Biscuits Brand Shares 2005-2008

Table 67 Forecast Sales of Biscuits by Subsector: Volume 2009-2014

Table 68 Forecast Sales of Biscuits by Subsector: Value 2009-2014

Table 69 Forecast Sales of Biscuits by Subsector: % Volume Growth 2009-2014

Table 70 Forecast Sales of Biscuits by Subsector: % Value Growth 2009-2014

Headlines

Trends

Competitive Landscape

Prospects

Sector Data

Table 71 Sales of Breakfast Cereals by Subsector: Volume 2004-2009

Table 72 Sales of Breakfast Cereals by Subsector: Value 2004-2009

Table 73 Sales of Breakfast Cereals by Subsector: % Volume Growth 2004-2009

Table 74 Sales of Breakfast Cereals by Subsector: % Value Growth 2004-2009

Table 75 Breakfast Cereals Company Shares 2004-2008

Table 76 Breakfast Cereals Brand Shares 2005-2008

Table 77 Forecast Sales of Breakfast Cereals by Subsector: Volume 2009-2014

Table 78 Forecast Sales of Breakfast Cereals by Subsector: Value 2009-2014

Table 79 Forecast Sales of Breakfast Cereals by Subsector: % Volume Growth
2009-2014

Table 80 Forecast Sales of Breakfast Cereals by Subsector: % Value Growth

2009-2014

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