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Bakery Products - Slovakia

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Abstracts

Unpackaged/artisanal bread led sales with a 83% overall volume share and 72% value share in baked goods and the most popular brand of packaged/industrial bread on the market (Bevit from PaC Petrzalka as) reached only a 5% value share in 2008. According to a representative of Penam as, this was due to a lack of marketing promotion from packaged bread brands. Shelves in retail outlets with packaged baked goods are lacking colour. With no visible coloured packaging and no investment in packaging,...

Euromonitor International's Baked goods in Slovakia 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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