

Biscuits and Snack Bars in Brazil

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Abstracts

When it comes to biscuits and snack bars, consumers continue to pursue products that have a healthy and functional concept, but also offer convenience and practicality for consumption on the go. The increasing concern about health and wellness issues is one of the most important drivers for stimulating demand for snack bars, particularly those made with granola and fruits. Their increasing availability in different distribution channels, as well as the emergence and consolidation of many...

Euromonitor International's Biscuits and Snack Bars in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

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

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 NBO Company Shares of Snack Bars: % Value 2011-2015

Table 10 LBN Brand Shares of Snack Bars: % Value 2012-2015

Table 11 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 12 Distribution of Biscuits by Format: % Value 2010-2015

Table 13 Distribution of Snack Bars by Format: % Value 2010-2015

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 15 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 16 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 17 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

Cia Brasileira De Distribuicao in Packaged Food (brazil)

Strategic Direction

Key Facts

Summary 1 Cia Brasileira de Distribuicao: Key Facts

Summary 2 Cia Brasileira de Distribuicao: Operational Indicators

Internet Strategy

Private Label

Summary 3 Cia Brasileira de Distribuicao SA: Private Label Portfolio

Competitive Positioning

Summary 4 Cia Brasileira de Distribuicao SA: Competitive Position 2015

Kraft Foods Brasil Ltda in Packaged Food (brazil)

Strategic Direction

Key Facts

| | |
|---|--|
| Summary 5 Kraft Foods Brasil: Key Facts | |
| Competitive Positioning | |
| Summary 6 Kraft Foods Brasil Ltda: Competitive Position 2015 | |
| M Dias Branco SA Industria E Comercio De Alimentos in Packaged Food (brazil) | |
| Strategic Direction | |
| Key Facts | |
| Summary 7 M Dias Branco SA Industria e Comercio de Alimentos: Key Facts | |
| Summary 8 M. Dias Branco SA Industria e Comercio de Alimentos: Operational Indicators | |
| Competitive Positioning | |
| Summary 9 M Dias Branco SA Industria e Comercio de Alimentos: Competitive Position 2015 | |
| Pandurata Alimentos Ltda in Packaged Food (brazil) | |
| Strategic Direction | |
| Key Facts | |
| Summary 10 Pandurata Alimentos Ltda: Key Facts | |
| Competitive Positioning | |
| Summary 11 Pandurata Alimentos Ltda: Competitive Position 2015 | |
| Executive Summary | |
| Strategies To Sustain Consumption in A Tough Economic Period | |
| There Is A New Synergy Between Cosmetics and Food Companies | |
| Companies Extend Their Brand Portfolios To Maintain Share | |
| Major Chains Focus on Aggressive Discounts and Promotions | |
| Health and Wellness Grows in Despite of the Recession | |
| Key Trends and Developments | |
| Strategies To Sustain Consumption in A Tough Economic Period | |
| Expanding Leader Companies' Portfolio of Products To Avoid Market Share Losses | |
| Food Intolerance Growing in Spite of the Recession | |
| New Synergy Between Cosmetics and Food Companies | |
| Foodservice: Key Trends and Developments | |
| Headlines | |
| Trends: Sales To Foodservice | |
| Trends: Consumer Foodservice | |
| Prospects | |
| Category Data | |
| Table 18 Foodservice Sales of Packaged Food by Category: Volume 2010-2015 | |
| Table 19 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015 | |
| Table 20 Forecast Foodservice Sales of Packaged Food by Category: Volume | |

2015-2020

Table 21 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 22 Sales of Packaged Food by Category: Volume 2010-2015

Table 23 Sales of Packaged Food by Category: Value 2010-2015

Table 24 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 25 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 26 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 27 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 28 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 29 Penetration of Private Label by Category: % Value 2010-2015

Table 30 Distribution of Packaged Food by Format: % Value 2010-2015

Table 31 Distribution of Packaged Food by Format and Category: % Value 2015

Table 32 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 33 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 34 Forecast Sales of Packaged Food by Category: % Volume Growth

2015-2020

Table 35 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 12 Research Sources

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