

Biscuits and Snack Bars in Ecuador

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Abstracts

Biscuits in Ecuador saw growing diversification over the review period thanks to the introduction of several international brands and the launch of some high-quality imported products. The increasing variety of options, added to positive economic performance in the country, led to increased consumer demand for high-quality and more-expensive products, thereby boosting sales and driving growth.

Euromonitor International's Biscuits and Snack Bars 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 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.

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Lower Demand Recorded for Products Which Had Been Perceived As Healthy After the Introduction of Traffic Light Labelling

Domestic Products Favoured by the Import Restrictions To Some Degree

Traditional Grocery Retailers Remains the Most Popular Channel for Packaged Food

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