

Biscuits and Snack Bars in Germany

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Abstracts

Overall biscuits and snack bars is expected to see a stagnant development in Germany in 2015 in terms of retail value sales, with slightly declining volume sales. This overall development however is the result of a quite different development within the various categories:

Euromonitor International's Biscuits and Snack Bars in Germany 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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Executive Summary

Further Growth of Packaged Food in Germany in 2015

High Consumer Confidence Main Driver of Successful Development

Branded Products Able To Gain Ground at Expense of Private Label

Slower Growth of Dominating Discounters Towards End of Review Period

Strong Performance of Packaged Food Expected Over Forecast Period

Key Trends and Developments

High Level of Consumer Confidence in Germany Results in Consumers Trading Up

Snacking Trend Impacts Packaged Food in Germany

Retailers Looking To Increase Revenue and To Improve Margins

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