

Biscuits and Snack Bars in Indonesia

<https://marketpublishers.com/r/B9FD49A3D0CEN.html>

Date: November 2015

Pages: 42

Price: US\$ 990.00 (Single User License)

ID: B9FD49A3D0CEN

Abstracts

Consumer interest in biscuits and snack bars increased in 2015, especially in the bigger cities. Urban consumers were increasingly busy, and preferred to consume between-meals snacks that are practical and convenient, including biscuits and snack bars. In addition, several leading players introduced new variants to their existing brands in 2015, including Oreo Coconut Delight, Roma Chees Kress and Roma Coffee Joy, Roma Sari Gandum with peanut butter, Monde Glassatine, and Gery Saluut Malkist in...

Euromonitor International's Biscuits and Snack Bars in Indonesia 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

Garudafood Group in Packaged Food (indonesia)

Strategic Direction

Key Facts

Summary 1 Garudafood Group: Key Facts

Summary 2 Garudafood Group: Operational Indicators

Competitive Positioning

Summary 3 Garudafood Group: Competitive Position 2015

Mayora Indah Tbk Pt in Packaged Food (indonesia)

Strategic Direction

Key Facts

Summary 4 Mayora Indah Tbk PT: Key Facts

Summary 5 Mayora Indah Tbk PT: Operational Indicators

Competitive Positioning

Summary 6 Mayora Indah Tbk PT: Competitive Position 2015
Nestle Indonesia Pt in Packaged Food (indonesia)

Strategic Direction

Key Facts

Summary 7 Nestle Indonesia PT: Key Facts

Summary 8 Nestle Indonesia PT: Operational Indicators

Competitive Positioning

Summary 9 Nestle Indonesia PT: Competitive Position 2015

Executive Summary

Volume Growth Stays Respectable Albeit Decelerating

Packaged Food Sees Significant Price Increase in 2015

Local Brands Increase Presence Amidst the Dominance of Multinationals

Development in Modern Grocery Retailers Helps To Boost Sales

Packaged Food Is Set To Post Respectable Growth

Key Trends and Developments

Manufacturers Cultivate Demand Among Children

Movement Towards Healthier Packaged Food

Companies Use Social Media To Appeal To Young Consumers

Many Brands Coming in Unique and Localised Flavours

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

Definitions

Sources

Summary 10 Research Sources

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