

Biscuits and Snack Bars in Iran

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Abstracts

Both biscuits and snack bars remained very immature categories in Iran in 2015, which helped them to record positive growth rates in spite of continuous price increases. The majority of Iranian adults do not consume biscuits on a daily basis and consumption is mainly limited to children, who are the key consumers of these products. There were two types of biscuits available in Iran, single serve and guest size, with the latter available in large packaging which is usually used for gatherings...

Euromonitor International's Biscuits and Snack Bars in Iran 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

Packaged Food Gradually Recovers From the Chaotic Situation of Previous Years

More Stable Business Environment With Much Lower Unit Price Increases Helps

Packaged Food Grow Again in 2015

Artisanal Products Are Still Significant in A Highly Fragmented Arena

Independent Small Grocers Are Still Dominant But Face Challenges From Modern Channels

Lessening of Sanctions and More Stable Economic Situation Will Fuel Growth for the Coming Years

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