

Biscuits and Snack Bars in Romania

<https://marketpublishers.com/r/B7F410D58F5EN.html>

Date: October 2015

Pages: 42

Price: US\$ 990.00 (Single User License)

ID: B7F410D58F5EN

Abstracts

Biscuits and snack bars recorded both volume and value growth in 2015. Value growth was the result of the added value of upmarket products, premiumisation of demand, as well as the result of the efforts of international companies to support their brands. Volume growth was the consequence of the growing perception of biscuits and snack bars as snacks for on the go, desserts or breakfast replacements. Advertising campaigns supported the dynamics of the category.

Euromonitor International's Biscuits and Snack Bars in Romania 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

Mega Image SRL in Packaged Food (romania)

Strategic Direction

Key Facts

Summary 1 Mega Image SRL: Key Facts

Summary 2 Mega Image SRL: Operational Indicators

Internet Strategy

Private Label

Summary 3 Mega Image SRL: Private Label Portfolio

Competitive Positioning

Summary 4 Mega Image SRL: Competitive Position 2014

Nestlé Romania SRL in Packaged Food (romania)

Strategic Direction

Key Facts

Summary 5 Nestlé Romania SRL: Key Facts	
Summary 6 Nestlé Romania SRL: Operational Indicators	
Competitive Positioning	
Summary 7 Nestlé Romania SRL: Competitive Position 2015	
Executive Summary	
Sales of Packaged Food Record Growth in 2015	
Reduction of Vat Stimulates Consumption	
Artisanal Accounts for the Biggest Sales in 2015	
Modern Grocery Retailers Control Sales	
Forecast Performance Remains Impacted by Low Purchasing Power	
Key Trends and Developments	
the Fiscal Relaxation in 2015 Positively Affects Sales of Packaged Food	
Low Available Incomes Affect Sales	
Contribution of the Rural Area To Sales of Packaged Food Retains Potential	
Expansion of Modern Retailers Supports Sales of Packaged Food	
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 8 Research Sources

I would like to order

Product name: Biscuits and Snack Bars in Romania

Product link: <https://marketpublishers.com/r/B7F410D58F5EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B7F410D58F5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970