

Biscuits and Snack Bars in Ukraine

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Abstracts

Sales of biscuits as an indulgence product are experiencing difficulties in Ukraine due to the adverse economic situation and falling consumer purchasing power, which is driving many to make savings by cutting out all unnecessary expenditure. In addition, many biscuits are considered unhealthy, with growing health concerns encouraging Ukrainians to reduce their consumption. Besides being considered the healthiest, plain biscuits also carry a relatively low price and therefore command the...

Euromonitor International's Biscuits and Snack Bars in Ukraine 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

Mondelez Ukraine Pat in Packaged Food (ukraine)

Strategic Direction

Key Facts

Summary 1 Mondelez Ukraine PAT: Key Facts

Summary 2 Mondelez Ukraine PAT: Operational Indicators

Competitive Positioning

Summary 3 Mondelez Ukraine PAT: Competitive Position 2015

Nestle-ukraine Tov in Packaged Food (ukraine)

Strategic Direction

Key Facts

Summary 4 Nestle-Ukraine TOV: Key Facts

Summary 5 Svitoch Firma AT: Operational Indicators

Summary 6 Volyn Holding VAT: Operational Indicators

Competitive Positioning

Summary 7 Nestle-Ukraine TOV: Competitive Position 2015

Roshen Kondyterska Korporatsia in Packaged Food (ukraine)

Strategic Direction

Key Facts

Summary 8 Roshen Kondyterska Korporatsia: Key Facts

Summary 9 Mariupolska Kondyterska Fabrika Roshen PAT: Operational Indicators

Summary 10 Kyivska Kondyterska Fabrika Roshen PAT: Operational Indicators

Summary 11 Kremenchutska Kondyterska Fabrika Roshen PAT: Operational

Indicators

Summary 12 Vinnitsky Molochny Zavod Roshen PAT: Operational Indicators

Competitive Positioning

Summary 13 Roshen Kondyterska Korporatsia: Competitive Position 2015

Executive Summary

the Economic Downturn Continues To Affect the Growth of Packaged Food

Anti-terrorist Operations and Uncertain Future Influence the Mood of Consumers

Artisanal Producers and Ukrainian Companies Remain the Top Players

the Positions of Modern and Traditional Grocery Retailers Are Reversing

Value-oriented Consumer Purchasing Behaviour Expected To Remain Significant

Key Trends and Developments

Consumers Switch Towards Private Label and Cheaper Brands

Anti-terroristic Operation and Boycott of Russian Products Changed Customers Habits

Modern Retailing Favours Packaged Food Consumption

Price-sensitive Consumers Are Strongly Influenced by Discounts and Good Value Deals

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 14 Research Sources

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