

# Biscuits in Chile

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## Abstracts

The biscuits category in Chile has been diversifying over the review period thanks to the inception of several international brands such as Oreo and Chips Ahoy!, and also due to the launch of some high-quality and remarkably affordable private label products imported from the US, such as Great Value, which are available through Líder hypermarkets, which are controlled by Wal-Mart. The increasing variety of options, added to positive economic performance in the country, has led to an increased...

Euromonitor International's Biscuits in Chile report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Savoury Biscuits and Crackers, Sweet Biscuits.

**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 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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