

Biscuits in Colombia

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Abstracts

In 2014 biscuits will grow by 1% in volume terms and by 5% in current value terms, influenced by an increase in disposable income, consumers' higher expectations and successful company-positioning strategies. During 2014 real economic growth will be 4%, which will continue the review period trend of stable economic growth, poverty reduction and an increase in disposable income. As a result, consumers are looking for more-sophisticated products, and the emergence of these products explains why...

Euromonitor International's Biscuits in Colombia 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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Companies Aim To Diversify To Distinguish Themselves in A Competitive Market

Independent Small Grocers Remains the Main Distribution Channel, But Modern

Grocery Retailers Sees An Increase in Value Share

Expected Stable Economic Performance in the Forecast Period Will Allow for the Continued Growth of Packaged Food

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Increases in Disposable Incomes Expand the Consumer Base and Generate Divergent

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