

# Biscuits in France

<https://marketpublishers.com/r/BE2E19E42C5EN.html>

Date: November 2014

Pages: 79

Price: US\$ 990.00 (Single User License)

ID: BE2E19E42C5EN

## Abstracts

The continuous launch of innovative new products was the main driver of value growth over the period 2013-2014. For instance, Mondelez France's newly extended biscuit brand Milka is expected to generate sales of €18 million. Also, the gourmet cookies from Michel & Augustin and Andros, the mini variants of Lotus Speculoos and BN tarts and PepsiCo France's extension of its Bénédicts range with Apéro Cracks were amongst the most important examples of innovation which generated value growth in 2014.

Euromonitor International's Biscuits in France 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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