

Breakfast Cereals in Macedonia

URL:	https://marketpublishers.com/r/BCB5B814FC9EN.html
Date:	November 20, 2017
Pages:	30
Price:	US\$ 990.00
ID:	BCB5B814FC9EN

2017 witnessed the bankruptcy of Prodis doo, a Russian-Macedonian green-field investment that failed to succeed during its start-up phase. As a result, its breakfast cereal brands Wellance and Bio DankaD are no longer available in the country. The absence of these breakfast cereal brands left sufficient room for additional value sales and value share growth among the leading category players. In 2017, breakfast cereals recorded 2% retail volume and 4% current retail value growth, reaching 1,500...

Euromonitor International's Breakfast Cereals in Macedonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Breakfast Cereals 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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Significant Number of New Entrants Within Packaged Food

Domestic Companies Dominate While International Players Lead Innovation

Distribution of Packaged Food Dominated by Traditional Grocery Retailers

Packaged Food Is Maturing, So Slowdown Is Inevitable Over the Forecast Period

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