

# Butter and Margarine in France

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## Abstracts

Butter and margarine registered heterogeneous development given that this family of products are viewed as strong substitutes for each other. On the one hand, butter became more popular over the review period, with consumers being positive about its authentic taste which is associated with pleasure. In the meantime manufacturers largely contributed to this renewal by engaging in positive product innovations, especially in niche segments such as butter created in a traditional mould, raw and othe...

Euromonitor International's Butter and Margarine 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 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:** Butter, Cooking Fats, Margarine and Spreads.

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

### Why buy this report?

Get a detailed picture of the Butter and Margarine 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 Butter and Margarine by Category: Volume 2012-2017

Table 2 Sales of Butter and Margarine by Category: Value 2012-2017

Table 3 Sales of Butter and Margarine by Category: % Volume Growth 2012-2017

Table 4 Sales of Butter and Margarine by Category: % Value Growth 2012-2017

Table 5 NBO Company Shares of Butter and Margarine: % Value 2013-2017

Table 6 LBN Brand Shares of Butter and Margarine: % Value 2014-2017

Table 7 Distribution of Butter and Margarine by Format: % Value 2012-2017

Table 8 Forecast Sales of Butter and Margarine by Category: Volume 2017-2022

Table 9 Forecast Sales of Butter and Margarine by Category: Value 2017-2022

Table 10 Forecast Sales of Butter and Margarine by Category: % Volume Growth 2017-2022

Table 11 Forecast Sales of Butter and Margarine by Category: % Value Growth 2017-2022

Galec - Centre Distributeur Edouard Leclerc in Packaged Food (france)

Strategic Direction

Key Facts

Summary 1 Galec - Centre Distributeur Edouard Leclerc: Key Facts

Summary 2 Summary Galec - Centre Distributeur Edouard Leclerc: Operational

Indicators

Internet Strategy

Private Label

Summary 3 Galec - Centre Distributeur Edouard Leclerc: Private Label Portfolio

Competitive Positioning

Summary 4 Galec - Centre Distributeur Edouard Leclerc: Competitive Position 2017

Lactalis, Groupe in Packaged Food (france)

Strategic Direction

Key Facts

Summary 5 Groupe Lactalis: Key Facts

Competitive Positioning

Summary 6 Groupe Lactalis: Competitive Position 2017

Savencia Fromage & Dairy in Packaged Food (france)

Strategic Direction

## Key Facts

Summary 7 Savencia Fromage & Dairy: Key Facts

## Competitive Positioning

Summary 8 Savencia Fromage & Dairy: Competitive Position 2017

## Executive Summary

French More Selective Despite Confirmed Recovery of Local Economy

Simpler, More Natural and Mainly More Self-indulgence Products

A-brands, Often Local, Fare Much Better Than Private Label

Ongoing Price War and Cannibalisation of Hypermarkets by Click-and-collect Outlets

Fragile But Ongoing Upgrading in the Short Term

## Key Trends and Developments

French Consumers Can Eat Better and Become More Selective

Borders Between Packaged Food and Foodservice Will Further Blur

Pleasure and Quality Before All

Advantage of Local Players and A Brands

Foodservice: Key Trends and Developments

## Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

## Prospects

## Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2012-2017

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2017-2022

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2017-2022

## Market Data

Table 16 Sales of Packaged Food by Category: Volume 2012-2017

Table 17 Sales of Packaged Food by Category: Value 2012-2017

Table 18 Sales of Packaged Food by Category: % Volume Growth 2012-2017

Table 19 Sales of Packaged Food by Category: % Value Growth 2012-2017

Table 20 GBO Company Shares of Packaged Food: % Value 2013-2017

Table 21 NBO Company Shares of Packaged Food: % Value 2013-2017

Table 22 LBN Brand Shares of Packaged Food: % Value 2014-2017

Table 23 Penetration of Private Label by Category: % Value 2012-2017

Table 24 Distribution of Packaged Food by Format: % Value 2012-2017

Table 25 Distribution of Packaged Food by Format and Category: % Value 2017

Table 26 Forecast Sales of Packaged Food by Category: Volume 2017-2022

Table 27 Forecast Sales of Packaged Food by Category: Value 2017-2022

Table 28 Forecast Sales of Packaged Food by Category: % Volume Growth  
2017-2022

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2017-2022

Definitions

Sources

Summary 9 Research Sources

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