

Butter and Margarine in Peru

<https://marketpublishers.com/r/B726F05BD98EN.html>

Date: September 2017

Pages: 32

Price: US\$ 990.00 (Single User License)

ID: B726F05BD98EN

Abstracts

Consumers are becoming more aware of ingredients and are looking for natural or lower calorie products. In this context, some Peruvians are switching from margarine to butter, which is made from milk. This is because there is a perception that margarine includes chemical ingredients.

Euromonitor International's Butter and Margarine in Peru 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

Alicorp Saa in Packaged Food (peru)

Strategic Direction

Key Facts

Summary 1 Alicorp SAA: Key Facts

Summary 2 Alicorp SAA: Operational Indicators 2015-2017

Competitive Positioning

Summary 3 Alicorp SAA: Competitive Position 2017

Gloria Sa, Grupo in Packaged Food (peru)

Strategic Direction

Key Facts

Summary 4 Grupo Gloria SA: Key Facts

Summary 5 Grupo Gloria SA: Operational Indicators 2015-2017

Competitive Positioning

Summary 6 Grupo Gloria SA: Competitive Position 2017

Laive SA in Packaged Food (peru)

Strategic Direction

Key Facts

Summary 7 Laive SA: Key Facts

Summary 8 Laive SA: Operational Indicators 2015-2017

Competitive Positioning

Summary 9 Laive SA: Competitive Position 2017

Executive Summary

Consumers Become More Cautious As Growth in the Peruvian Economy Slows

Price-based Promotions Are Very Well Received by Peruvians

Local Companies Continue To Lead Packaged Food in Peru

Traditional Grocery Retailers Remain Dominant But Face Growing Competition

Packaged Food Will Continue To Face Challenges Despite Broadly Positive Outlook

Key Trends and Developments

Busier Lifestyles Strengthen Appreciation for the Convenience of Packaged Food

Private Label Lines Gain Ground in Several Packaged Food Categories

Packaged Food Manufacturers Pursue New Opportunities Via Brand Extensions

Peruvians Continue To Favour Traditional Local and Ethnic Cuisine

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 10 Research Sources

I would like to order

Product name: Butter and Margarine in Peru

Product link: <https://marketpublishers.com/r/B726F05BD98EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B726F05BD98EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970