

# Butter and Margarine in Slovakia

<https://marketpublishers.com/r/B352CB50FDFEN.html>

Date: August 2017

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: B352CB50FDFEN

## Abstracts

In 2017 sales of butter continued rising thanks to promotion from qualified chefs from the numerous television cooking shows and benefiting from a long tradition and affordability. Butter continued growing mostly at the expense of cooking oil and margarine and cooking fats, due to being considered a product of natural origin. Slovak consumers eating out more often was an important reason hampering sales performance for butter and margarine in Slovakia in 2017.

Euromonitor International's Butter and Margarine in Slovakia 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

Rajo As in Packaged Food (slovakia)

Strategic Direction

Key Facts

Summary 1 Rajo as: Key Facts

Summary 2 Rajo as: Operational Indicators

Competitive Positioning

Summary 3 Rajo as: Competitive Position 2017

Savencia Fromage & Dairy Sk As in Packaged Food (slovakia)

Strategic Direction

Key Facts

Summary 4 Savencia Fromage & Dairy SK as: Key Facts

Summary 5 Savencia Fromage & Dairy SK as: Operational Indicators

Competitive Positioning

Summary 6 Savencia Fromage & Dairy SK as: Competitive Position 2017

Tatranska Mliekaren As in Packaged Food (slovakia)

Strategic Direction

Key Facts

Summary 7 Tatranská Mliekaren as: Key Facts

Summary 8 Tatranská Mliekaren as: Operational Indicators

## Competitive Positioning

Summary 9 Tatranská Mliekaren as: Competitive Position 2017

## Executive Summary

Packaged Food Records Current Value Growth in 2017

the Allegations of Inferior Product Quality in Eastern Europe Compared With That in Western Europe Are Highlighted by the Media

Market Competition Remains Intensive in 2017

Discounters Increase in Popularity in 2017

Packaged Food Expected To Record Growth at Constant 2017 Prices Over the Forecast Period

## Key Trends and Developments

Product Quality Difference Between Eastern and Western Europe Remains A Highly Discussed Story in 2017

the Socioeconomic Situation in Slovakia Favours Packaged Food Consumption

Health and Wellness Trends Continue To Develop in Slovakia in 2017

New Legislation and Its Impact on Future Packaged Food Development

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 Slovakia

Product link: <https://marketpublishers.com/r/B352CB50DFEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B352CB50DFEN.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