

# Butter and Spreads in Venezuela

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## Abstracts

The availability of products has stabilised in 2018, so all that the year's volume sales decline can be attributed to is a fall in demand, caused by relatively high unit prices. Sporadic adjustments have caused a sawtooth effect in volume sales, which have peaked when prices have been adjusted and gone through troughs during long periods of price freezes. Price adjustments occur in a discontinual manner; when final prices become obsolete due to high inflation, manufacturers halt production and t...

Euromonitor International's Butter and Spreads in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, 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 2022 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 Spreads 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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