

# Butter and Spreads in Venezuela

<https://marketpublishers.com/r/BE46D23226EEN.html>

Date: August 2018

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: BE46D23226EEN

## 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.

## Contents

Headlines

Prospects

Price Hikes Cause Sales To Be Erratic

Price Acts As A Key Differentiator for Venezuelan Consumers of Butter and Spreads

Competitive Landscape

Alimentos Polar Leads the Category With Two Brands of Margarine

Local Brands Have Replaced Most Imported Products Since 2015

Category Data

Table 1 Sales of Butter and Spreads by Category: Volume 2013-2018

Table 2 Sales of Butter and Spreads by Category: Value 2013-2018

Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2013-2018

Table 4 Sales of Butter and Spreads by Category: % Value Growth 2013-2018

Table 5 NBO Company Shares of Butter and Spreads: % Value 2014-2018

Table 6 LBN Brand Shares of Butter and Spreads: % Value 2015-2018

Table 7 Distribution of Butter and Spreads by Format: % Value 2013-2018

Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2018-2023

Table 9 Forecast Sales of Butter and Spreads by Category: Value 2018-2023

Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Executive Summary

Hyperinflation Forces the Government To Change Regulations

Venezuelan Households Spend Their Meagre Incomes on Food

Increasingly Concentrated Competitive Landscape

Supermarkets Remains the Main Distribution Channel for Packaged Food

Recession Expected To Last

Foodservice

Sales To Foodservice

Consumer Foodservice

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2013-2018

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2013-2018

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2018-2023

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume

## Growth 2018-2023

### Market Data

Table 16 Sales of Packaged Food by Category: Volume 2013-2018

Table 17 Sales of Packaged Food by Category: Value 2013-2018

Table 18 Sales of Packaged Food by Category: % Volume Growth 2013-2018

Table 19 Sales of Packaged Food by Category: % Value Growth 2013-2018

Table 20 GBO Company Shares of Packaged Food: % Value 2014-2018

Table 21 NBO Company Shares of Packaged Food: % Value 2014-2018

Table 22 LBN Brand Shares of Packaged Food: % Value 2015-2018

Table 23 Penetration of Private Label by Category: % Value 2013-2018

Table 24 Distribution of Packaged Food by Format: % Value 2013-2018

Table 25 Distribution of Packaged Food by Format and Category: % Value 2018

Table 26 Forecast Sales of Packaged Food by Category: Volume 2018-2023

Table 27 Forecast Sales of Packaged Food by Category: Value 2018-2023

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

### 2018-2023

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2018-2023

### Definitions

### Sources

Summary 1 Research Sources

## I would like to order

Product name: Butter and Spreads in Venezuela

Product link: <https://marketpublishers.com/r/BE46D23226EEN.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/BE46D23226EEN.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