

Chilled Processed Food in Indonesia

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Abstracts

Chilled processed food is witnessing another year of robust growth in 2014, and a current value sales rise of 19% is projected. It is mainly being driven by the rapid expansion of modern retail outlets such as hypermarkets. Due to the nature of the products, chilled processed food should be displayed and stored in a cooler. With these requirements, its distribution is limited to modern outlets, such as hypermarkets, supermarkets and some convenience stores. With hypermarkets outlets opening in...

Euromonitor International's Chilled Processed Food in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

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

Why buy this report?

Get a detailed picture of the Chilled Processed Food 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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Executive Summary

Packaged Food Continues To Enjoy Robust Value Growth in 2014

Growing Preference Towards Healthier Choices Continues

Indofood Continues To Lead Packaged Food

Development of Modern Retailing Helps Boost Sales

Packaged Food Is Predicted To Record Positive Value Growth

Key Trends and Developments

Various Factors Drive Up Prices Across Packaged Food

Continued Urbanisation Encourages Western and Convenience Products

the Rapid Growth of Convenience Stores Boosts Sales of Packaged Food

Prominent Domestic Players Strengthen Their Position Through A Range of Strategies

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