

Coffee - Italy

<https://marketpublishers.com/r/CF5A11C5065EN.html>

Date: February 2011

Pages: 36

Price: US\$ 990.00 (Single User License)

ID: CF5A11C5065EN

Abstracts

Coffee consumption registered an increase in 2010, following the 2009 flat growth rate in volume terms: the recession did not significantly affect the category and Italians turned out to be unwilling to renounce their coffee treat, neither at home, where the category showed a 2% increase in volume, or outside in bars, where the negative trend moved up to a slight 1% decrease from a much more significant negative growth rate in previous years. It is worth noting that coffee is a very mature...

Euromonitor International's Coffee in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, 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 legislative, distribution or pricing issues. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

Get a detailed picture of the Coffee 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
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