

Confectionery in Italy

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Abstracts

With the Italian economy not having fully recovered and low consumer confidence continuing into 2010, consumers cut back on discretionary spending, particularly on expensive indulgences. Chocolate confectionery was, however, regarded as an affordable treat in place of more costly indulgence items, and thus saw continuing growth. Consumers nonetheless remained interested in premium products. In fact, having decided to treat themselves with relatively cheap products like chocolate confectionery,...

Euromonitor International's Chocolate Confectionery 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 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

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

Why buy this report?

Get a detailed picture of the Chocolate Confectionery 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.

Contents

Confectionery in Italy
Euromonitor International
September 2010

LIST OF CONTENTS AND TABLES

Executive Summary
Good Performance Despite Economic Difficulties in 2010
Consumers' Changing Purchasing Patterns
Private Label Continues To Grow
Convenience and Promotions Boost Supermarket/hypermarket Sales
Further Growth Predicted Over the Forecast Period
Key Trends and Developments
Poor Economy Polarises Consumer Preferences
Increasing Private Label Popularity
Looking for Healthy Products
Increasing Environmental Concerns Benefit Organic Products
the Potential of Online Media
Market Data
Table 1 Sales of Packaged Food by Category: Volume 2005-2010
Table 2 Sales of Packaged Food by Category: Value 2005-2010
Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010
Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010
Table 5 GBO Shares of Packaged Food 2005-2009
Table 6 NBO Shares of Packaged Food 2005-2009
Table 7 NBO Brand Shares of Packaged Food 2006-2009
Table 8 Penetration of Private Label by Category 2005-2009
Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010
Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis 2010
Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015
Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015
Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth 2010-2015
Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015
Foodservice - Key Trends and Developments
Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth
2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2005-2010

Table 40 Sales of Meal Solutions by Category: Value 2005-2010

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 43 Company Shares of Meal Solutions 2005-2009

Table 44 Brand Shares of Meal Solutions 2006-2009

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Barilla Alimentare SpA

Strategic Direction

Key Facts

Summary 2 Barilla Alimentare SpA: Key Facts

Summary 3 Barilla Alimentare SpA: Operational Indicators

Company Background

Competitive Positioning

Summary 4 Barilla Alimentare SpA: Competitive Position 2009

Carapelli Firenze SpA

Strategic Direction

Key Facts

Summary 5 Carapelli Firenze SpA: Key Facts

Summary 6 Carapelli Firenze SpA: Operational Indicators

Company Background

Production

Summary 7 Carapelli Firenze SpA: Production Statistics 2009

Competitive Positioning

Summary 8 Carapelli Firenze SpA: Competitive Position 2009

Cesare Fiorucci SpA

Strategic Direction

Key Facts

Summary 9 Cesare Fiorucci SpA: Key Facts

Company Background

Production

Competitive Positioning

Conserve Italia - Consorzio Cooperative Conserve Italia Scarl

Strategic Direction

Key Facts

Summary 10 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Key Facts

Summary 11 Conserve Italia - Consorzio Cooperative Conserve Italia scarl:

Operational Indicators

Company Background

Production

Summary 12 Conserve Italia - Consorzio Cooperative Conserve Italia scarl: Production Statistics 2009

Competitive Positioning

Summary 13 Conserve Italia - Consorzio Cooperative Conserve Italia scarl:

Competitive Position 2009

Consorzio Del Prosciutto Di Parma

Strategic Direction

Key Facts

Summary 14 Consorzio del Prosciutto di Parma: Key Facts

Summary 15 Consorzio del Prosciutto di Parma: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 16 Consorzio del Prosciutto di Parma: Competitive Position 2009

Ferrero SpA

Strategic Direction

Key Facts

Summary 17 Ferrero SpA: Key Facts

Summary 18 Ferrero SpA: Operational Indicators

Company Background

Production

Summary 19 Ferrero SpA: Production Statistics 2009

Competitive Positioning

Summary 20 Ferrero SpA: Competitive Position 2009

Galbusera Dolciaria SpA

Strategic Direction

Key Facts

Summary 21 Galbusera Dolciaria SpA: Key Facts

Summary 22 Galbusera Dolciaria SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 23 Galbusera Dolciaria SpA: Competitive Position 2009

Granarolo SpA

Strategic Direction

Key Facts

Summary 24 Granarolo SpA: Key Facts

Summary 25 Granarolo SpA: Operational Indicators

Company Background

Production

Summary 26 Granarolo SpA: Production Statistics 2010

Competitive Positioning

Summary 27 Granarolo SpA: Competitive Position 2009

Marr SpA

Strategic Direction

Key Facts

Summary 28 Marr SpA: Key Facts

Summary 29 Marr SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Montana Alimentari SpA

Strategic Direction

Key Facts

Summary 30 Montana Alimentari SpA: Key Facts

Summary 31 Montana Alimentari SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Nestlé Italiana SpA

Strategic Direction

Key Facts

Summary 32 Nestlé Italiana SpA: Key Facts

Summary 33 Nestlé Italiana SpA: Operational Indicators

Company Background

Production

Summary 34 Nestlé Italiana SpA: Production Statistics 2009

Competitive Positioning

Summary 35 Nestlé Italiana SpA: Competitive Position 2009

Pastificio Rana SpA

Strategic Direction

Key Facts

Summary 36 Pastificio Rana SpA: Key Facts

Summary 37 Pastificio Rana SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 38 Pastificio Rana SpA: Competitive Position 2009

Unilever Italia SpA

Strategic Direction

Key Facts

Summary 39 Unilever Italia SpA: Key Facts

Summary 40 Unilever Italia SpA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 41 Unilever Italia SpA: Competitive Position 2009

Valledoro SpA

Strategic Direction

Key Facts

Summary 42 Valledoro SpA: Key Facts

Company Background

Production

Competitive Positioning

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 49 Sales of Chocolate Confectionery by Category: Volume 2005-2010

Table 50 Sales of Chocolate Confectionery by Category: Value 2005-2010

Table 51 Sales of Chocolate Confectionery by Category: % Volume Growth 2005-2010

Table 52 Sales of Chocolate Confectionery by Category: % Value Growth 2005-2010

Table 53 Chocolate Tablets by Type: % Value Breakdown 2005-2010

Table 54 Chocolate Confectionery Company Shares 2005-2009

Table 55 Chocolate Confectionery Brand Shares 2006-2009

Table 56 Sales of Chocolate Confectionery by Distribution Format: % Analysis

2005-2010

Table 57 Forecast Sales of Chocolate Confectionery by Category: Volume 2010-2015

Table 58 Forecast Sales of Chocolate Confectionery by Category: Value 2010-2015

Table 59 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth
2010-2015

Table 60 Forecast Sales of Chocolate Confectionery by Category: % Value Growth
2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 61 Sales of Gum by Category: Volume 2005-2010

Table 62 Sales of Gum by Category: Value 2005-2010

Table 63 Sales of Gum by Category: % Volume Growth 2005-2010

Table 64 Sales of Gum by Category: % Value Growth 2005-2010

Table 65 Leading Flavours for Gum 2005-2010

Table 66 Gum Company Shares 2005-2009

Table 67 Gum Brand Shares 2006-2009

Table 68 Sales of Gum by Distribution Format: % Analysis 2005-2010

Table 69 Forecast Sales of Gum by Category: Volume 2010-2015

Table 70 Forecast Sales of Gum by Category: Value 2010-2015

Table 71 Forecast Sales of Gum by Category: % Volume Growth 2010-2015

Table 72 Forecast Sales of Gum by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 73 Sales of Sugar Confectionery by Category: Volume 2005-2010

Table 74 Sales of Sugar Confectionery by Category: Value 2005-2010

Table 75 Sales of Sugar Confectionery by Category: % Volume Growth 2005-2010

Table 76 Sales of Sugar Confectionery by Category: % Value Growth 2005-2010

Table 77 Sugarised Vs Sugar-free Sugar Confectionery % Breakdown by Type 2010

Table 78 Pastilles, Gums, Jellies and Chews by Type: % Value Breakdown 2005-2010

Table 79 Sugar Confectionery Company Shares 2005-2009

Table 80 Sugar Confectionery Brand Shares 2006-2009

Table 81 Sales of Sugar Confectionery by Distribution Format: % Analysis 2005-2010

Table 82 Forecast Sales of Sugar Confectionery by Category: Volume 2010-2015

Table 83 Forecast Sales of Sugar Confectionery by Category: Value 2010-2015

Table 84 Forecast Sales of Sugar Confectionery by Category: % Volume Growth
2010-2015

Table 85 Forecast Sales of Sugar Confectionery by Category: % Value Growth
2010-2015

Summary 43 Other Sugar Confectionery: Product Types

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