

Confectionery in the United Kingdom

<https://marketpublishers.com/r/C73CCFB9926EN.html>

Date: October 2010

Pages: 89

Price: US\$ 1,900.00 (Single User License)

ID: C73CCFB9926EN

Abstracts

Chocolate confectionery continued to be faced with a number of challenges in 2010, including price volatility for key ingredients cocoa, milk and sugar. This forced players to increase unit prices. However, this move met with some resistance from consumers, due to economic concerns. Consequently, as an alternative to price increases Masterfoods UK Ltd reduced the size of its Galaxy bars by 17% from 150g to 125g, after its shelf price rocketed by 26%. It also reduced the size of its sharing bar...

Euromonitor International's Chocolate Confectionery in United Kingdom 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 the United Kingdom
Euromonitor International
October 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Packaged Food Benefits From Innovation and Focus on Health

Growth Continues Despite Economic Downturn

Grocery Retailers Lead Sales

Supermarkets/hypermarkets Dominates Sales

Steady Growth Expected for Forecast Period

Key Trends and Developments

UK Out of Recession But Not Out of Trouble

Smarter Packaging Reinforces Environmental Credentials

Fairtrade Continues To Attract Attention Despite Economic Downturn

Local Produce Continues To Thrive

Health Claims Under Threat

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 Development

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

3663 First for Foodservice

Strategic Direction

Key Facts

Summary 2 First for Foodservice (3663): Key Facts

Company Background

Production

Competitive Positioning

Cadbury UK Ltd

Strategic Direction

Key Facts

Summary 3 Cadbury UK Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 4 Cadbury UK Ltd: Competitive Position 2009

Dbc Foodservice Ltd

Strategic Direction

Key Facts

Summary 5 DBC Foodservice Ltd: Key Facts

Summary 6 DBC Foodservice Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Green & Blacks Ltd

Strategic Direction

Key Facts

Summary 7 Green & Blacks Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 8 Green & Black's Ltd: Competitive Position 2009

Masterfoods UK Ltd

Strategic Direction

Key Facts

Summary 9 Masterfoods UK Ltd: Key Facts

Summary 10 Masterfoods UK Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 11 Masterfoods UK Ltd: Competitive Position 2009

New Covent Garden Soup Co Ltd

Strategic Direction

Key Facts

Summary 12 New Covent Garden Soup Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 13 New Covent Garden Soup Co Ltd: Competitive Position 2009

Premier Foods Plc

Strategic Direction

Key Facts

Summary 14 Premier Foods Plc: Key Facts

Summary 15 Premier Foods Plc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 16 Premier Foods Plc: Competitive Position 2009

Rachel's Dairy Ltd

Strategic Direction

Key Facts

Summary 17 Rachel's Dairy Ltd: Key Facts

Summary 18 Rachel's Dairy Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 19 Rachel's Dairy Ltd: Competitive Position 2009

United Biscuits (uk) Ltd (mcvities / Kp)

Strategic Direction

Key Facts

Summary 20 United Biscuits (UK) Ltd (McVities / KP): Key Facts

Summary 21 United Biscuits (UK) Ltd (McVities / KP): Operational Indicators

Company Background

Production

Summary 22 United Biscuits (UK) Ltd (McVities / KP): Production Statistics 2009

Competitive Positioning

Summary 23 United Biscuits (UK) Ltd (McVities / KP): Competitive Position 2009

Walkers Snack Foods Ltd

Strategic Direction

Key Facts

Summary 24 Walkers Snacks Foods Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 25 Walkers Snack Foods Ltd: Competitive Position 2009

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

Summary 26 Other Chocolate Confectionery: Product Types

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

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 27 Other Sugar Confectionery: Product Types

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