

Dairy in Belgium

<https://marketpublishers.com/r/DE636C778ABEN.html>

Date: October 2010

Pages: 101

Price: US\$ 900.00 (Single User License)

ID: DE636C778ABEN

Abstracts

The most notable trend in drinking milk products in 2010 was the disappointing performance of milk enriched with vitamins or minerals. This was concomitant with the sharp drop of Lactel No. 1 from Danone NV/SA, the outright leader in this niche. This contrasted with the bulk of the review period, when the most dynamic products were those with an improved taste and functional products. This included, for instance, Viejeune semi-skimmed milk with added antioxidants at the beginning of 2009,...

Euromonitor International's Drinking Milk Products in Belgium 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed/Evaporated Milk, Cream, Flavoured Milk Drinks, Flavoured Powder Milk Drinks, Fromage Frais and Quark, Milk, Powder Milk, Processed Cheese, Sour Milk Drinks, Soy Beverages, Unprocessed Cheese, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Drinking Milk Products 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

Dairy in Belgium
Euromonitor International
October 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Weak Signs of Improvement in Packaged Food

Logical Slowdown for Impulse Products But Surprisingly for Nutrition/staples Too

Private Label Products Find New Angles of Attack

Supermarket Chains Forge Ahead, Discounters Miss the Chance

Strong Competition Should Result in Meagre Growth

Key Trends and Developments

Crisis Is Still Here in Packaged Food

Growing Need To Save Time and Money

Back To Roots at Home

Health and Wellness Becomes Increasingly Simple and Natural

A-brands Not Really Favoured by the Counter-attack of Supermarkets

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

Barry Callebaut Group

Strategic Direction

Key Facts

Summary 2 Barry Callebaut Group: Key Facts

Summary 3 Barry Callebaut Group: Operational Indicators

Company Background

Production

Summary 4 Barry Callebaut Group: Production Statistics 2009

Competitive Positioning

Summary 5 Barry Callebaut Group (GBO Level): Competitive Position 2009

Boulangerie La Lorraine NV SA

Strategic Direction

Key Facts

Summary 6 Boulangerie La Lorraine NV SA: Key Facts

Summary 7 Boulangerie La Lorraine NV SA: Operational Indicators

Company Background

Production

Summary 8 Boulangerie La Lorraine: Production 2009

Competitive Positioning

Summary 9 Boulangerie La Lorraine NV SA: Competitive Position 2009

Danone Nv/sa

Strategic Direction

Key Facts

Summary 10 Danone NV/SA: Key Facts

Summary 11 Danone NV/SA: Operational Indicators1

Company Background

Production

Summary 12 Danone NV/SA: Production Statistics 2009

Competitive Positioning

Lotus Bakeries NV

Strategic Direction

Key Facts

Summary 13 Lotus Bakeries BV: Key Facts

Summary 14 Lotus Bakeries BV: Operational Indicators

Company Background

Production

Summary 15 Lotus Bakeries BV: Production 2009

Competitive Positioning

Summary 16 Lotus Bakeries BV: Competitive Position 2009

Materne-confilux SA

Strategic Direction

Key Facts

Summary 17 Materne-Confilux SA: Key Facts

Summary 18 Materne-Confilux SA: Operational Indicators

Company Background

Production

Summary 19 Materne-Confilux SA: Production Statistics 2009

Competitive Positioning

Summary 20 Materne-Confilux SA: Competitive Position 2009

Nestlé Catering Service SA

Strategic Direction

Key Facts

Summary 21 Nestlé Catering Services SA: Key Facts

Company Background

Production

Summary 22 Nestlé Catering Services SA: Production Statistics 2009

Competitive Positioning

Quintens Bakkerij NV SA

Strategic Direction

Key Facts

Summary 23 Quintens Bakkerij NV SA: Key Facts

Summary 24 Quintens Bakkerij NV SA: Operational Indicators

Company Background

Production

Summary 25 Q-Bakeries Belgium: Production 2009

Competitive Positioning

Summary 26 Quintens Bakkerij NV SA: Competitive Position 2009

Ter Beke NV

Strategic Direction

Key Facts

Summary 27 Ter Beke NV: Key Facts

Summary 28 Ter Beke NV: Operational Indicators

Company Background

Production

Summary 29 Ter Beke NV: Production 2009

Competitive Positioning

Summary 30 Ter Beke NV: Competitive Position 2009

Unilever Foodsolutions Belgique

Strategic Direction

Key Facts

Summary 31 Unilever Belgium: Key Facts

Summary 32 Unilever Belgium: Operational Indicators1

Company Background

Production

Competitive Positioning

Vandemoortele NV

Strategic Direction

Key Facts

Summary 33 Vandemoortele NV: Key Facts

Summary 34 Vandemoortele NV: Operational Indicators1

Company Background

Production

Summary 35 Vandemoortele NV: Production Statistics 2009

Competitive Positioning

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 49 Sales of Cheese by Category: Volume 2005-2010

Table 50 Sales of Cheese by Category: Value 2005-2010

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

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

Table 53 Spreadable Processed Cheese by Type: % Value Breakdown 2005-2010

Table 54 Unprocessed Cheese by Type: % Value Breakdown 2009-2010

Table 55 Cheese Company Shares 2005-2009

Table 56 Cheese Brand Shares 2006-2009

Table 57 Sales of Cheese by Distribution Format: % Analysis 2005-2010

Table 58 Forecast Sales of Cheese by Category: Volume 2010-2015

Table 59 Forecast Sales of Cheese by Category: Value 2010-2015

Table 60 Forecast Sales of Cheese by Category: % Volume Growth 2010-2015

Table 61 Forecast Sales of Cheese by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 62 Sales of Drinking Milk Products by Category: Volume 2005-2010

Table 63 Sales of Drinking Milk Products by Category: Value 2005-2010

Table 64 Sales of Drinking Milk Products by Category: % Volume Growth 2005-2010

Table 65 Sales of Drinking Milk Products by Category: % Value Growth 2005-2010

Table 66 Chilled Vs Ambient Flavoured Milk Drinks: % Volume Analysis 2007-2010

Table 68 Drinking Milk Products Company Shares 2005-2009

Table 69 Drinking Milk Products Brand Shares 2006-2009

Table 70 Sales of Drinking Milk Products by Distribution Format: % Analysis
2005-2010

Table 71 Forecast Sales of Drinking Milk Products Products by Category: Volume

2010-2015

Table 72 Forecast Sales of Drinking Milk Products Products by Category: Value

2010-2015

Table 73 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2010-2015

Table 74 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 75 Sales of Yoghurt by Category: Volume 2005-2010

Table 76 Sales of Yoghurt by Category: Value 2005-2010

Table 77 Sales of Yoghurt by Category: % Volume Growth 2005-2010

Table 78 Sales of Yoghurt by Category: % Value Growth 2005-2010

Table 79 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 80 Leading Flavours for Flavoured Spoonable Yoghurt 2005-2010

Table 81 Leading Flavours for Fruited Spoonable Yoghurt 2005-2010

Table 82 Yoghurt Company Shares 2005-2009

Table 83 Yoghurt Brand Shares 2006-2009

Table 84 Forecast Sales of Yoghurt by Category: Volume 2010-2015

Table 85 Forecast Sales of Yoghurt by Category: Value 2010-2015

Table 86 Forecast Sales of Yoghurt by Category: % Volume Growth 2010-2015

Table 87 Forecast Sales of Yoghurt by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 88 Sales of Other Dairy Products by Category: Volume 2005-2010

Table 89 Sales of Other Dairy Products by Category: Value 2005-2010

Table 90 Sales of Other Dairy Products by Category: % Volume Growth 2005-2010

Table 91 Sales of Other Dairy Products by Category: % Value Growth 2005-2010

Table 92 Cream by Type: % Value Breakdown 2005-2010

Table 93 Sales of Other Dairy Products by Distribution Format: % Analysis 2005-2010

Table 94 Forecast Sales of Other Dairy Products by Category: Volume 2010-2015

Table 95 Forecast Sales of Other Dairy Products by Category: Value 2010-2015

Table 96 Forecast Sales of Other Dairy Products by Category: % Volume Growth

2010-2015

Table 97 Forecast Sales of Other Dairy Products by Category: % Value Growth
2010-2015

I would like to order

Product name: Dairy in Belgium

Product link: <https://marketpublishers.com/r/DE636C778ABEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DE636C778ABEN.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