

Dairy in Germany

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Abstracts

As a response to continuously declining milk prices, January 2010 saw the launch of the "Die Faire Milch" (the fair milk) brand by a number independent South German dairies in order to guarantee fair and sustainable milk prices for both manufacturers and consumers, available through some 1,200 Rewe- und 300 Tegut outlets across the states of Hesse, Bavaria and Baden-Württemberg.

Euromonitor International's Drinking Milk Products in Germany 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 Germany
Euromonitor International
September 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Packaged Food Retail Value Growth was Slightly Stronger in 2010 Compared To the Previous Year

Demand for Organic Food Slows Down But Continues To Grow

Private Label Develops As Key Battleground for Retailers

Small Grocery Retailers and Supermarkets/hypermarkets Are Losing Out To Discounters

On-trade Outlets Will See Sales Growth Throughout the Forecast Period

Key Trends and Developments

Global Recession With Limited Impact on Packaged Food in Germany

Health and Wellness A Considerable Influence on Packaged Food in Germany

Private Label Continues To Further Develop

Convenience Continues To Be An Important Factor for German Consumers

Non-store Retailers Gain Importance in German Packaged Food Sales

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

Bahlsen GmbH & Co Kg

Strategic Direction

Key Facts

Summary 2 Bahlsen GmbH & Co KG: Key Facts

Summary 3 Bahlsen GmbH & Co KG: Operational Indicators

Company Background

Production

Summary 4 Bahlsen GmbH & Co KG: Production Sites 2009

Competitive Positioning

Summary 5 Bahlsen GmbH & Co KG: Competitive Position 2009

Barilla Foodservice Deutschland**Strategic Direction****Key Facts**

Summary 6 Barilla FoodService Deutschland: Key Facts

Company Background**Production****Competitive Positioning****Bofrost Dienstleistungs GmbH & Co Kg****Strategic Direction****Key Facts**

Summary 7 Bofrost Dienstleistungs GmbH & Co KG: Key Facts

Summary 8 Bofrost Dienstleistungs GmbH & Co KG: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 9 Bofrost Dienstleistungs GmbH & Co KG: Competitive Position 2009

Bongrain GmbH**Strategic Direction****Key Facts**

Summary 10 Bongrain GmbH: Key Facts

Company Background**Production****Competitive Positioning****Dr August Oetker Nahrungsmittel Kg****Strategic Direction****Key Facts**

Summary 11 Dr August Oetker Nahrungsmittel KG: Key Facts

Summary 12 Dr August Oetker Nahrungsmittel KG: Operational Indicators

Company Background**Production**

Summary 13 Dr August Oetker Nahrungsmittel KG: Production Statistics 2009

Competitive Positioning

Summary 14 Dr August Oetker Nahrungsmittel KG: Competitive Position 2009

Ferrero Oh GmbH**Strategic Direction****Key Facts**

Summary 15 Ferrero OH GmbH: Key Facts

Summary 16 Ferrero OH GmbH: Operational Indicators
Company Background

Production

Summary 17 Ferrero OH GmbH: Production Statistics 2009

Competitive Positioning

Summary 18 Ferrero OH GmbH: Competitive Position 2009

Haribo GmbH & Co Kg

Strategic Direction

Key Facts

Summary 19 Haribo GmbH & Co KG: Key Facts

Summary 20 Haribo GmbH & Co KG: Operational Indicators

Company Background

Production

Summary 21 Haribo GmbH & Co KG: Production Sites 2009

Competitive Positioning

Summary 22 Haribo GmbH & Co KG: Competitive Position 2009

Hilcona Feinkost GmbH

Strategic Direction

Key Facts

Summary 23 Hilcona Feinkost: Key Facts

Company Background

Production

Competitive Positioning

Kraft Foods Deutschland GmbH & Co

Strategic Direction

Key Facts

Summary 24 Kraft Foods Deutschland GmbH: Key Facts

Summary 25 Kraft Foods Deutschland GmbH: Operational Indicators

Company Background

Production

Summary 26 Kraft Foods Deutschland GmbH: Production Statistics 2009

Competitive Positioning

Summary 27 Kraft Foods Deutschland GmbH: Competitive Position 2009

Kühne Kg, Carl

Strategic Direction

Key Facts

Summary 28 Kühne KG, Carl: Key Facts

Summary 29 Kühne KG, Carl: Operational Indicators

Company Background

Production

Summary 30 Kühne KG, Carl: Production Sites 2009

Competitive Positioning

Summary 31 Kühne KG, Carl: Competitive Position 2009

Lieken AG**Strategic Direction****Key Facts**

Summary 32 Lieken AG: Key Facts

Summary 33 Lieken AG: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 34 Lieken AG: Competitive Position 2009

Rewe-foodservice GmbH**Strategic Direction****Key Facts**

Summary 35 REWE-Foodservice GmbH: Key Facts

Company Background

Summary 36 REWE-Foodservice GmbH: Operational Indicators

Production

Summary 37 REWE-Foodservice GmbH: Production Sites 2009

Competitive Positioning**Ritter GmbH & Co Kg, Alfred****Strategic Direction****Key Facts**

Summary 38 Ritter GmbH & Co KG, Alfred: Key Facts

Summary 39 Ritter GmbH & Co KG, Alfred: Operational Indicators

Company Background**Production**

Summary 40 Ritter GmbH & Co KG, Alfred: Production Statistics 2009

Competitive Positioning

Summary 41 Ritter GmbH & Co KG, Alfred: Competitive Position 2009

Storck Kg, August**Strategic Direction****Key Facts**

Summary 42 Storck KG, August: Key Facts

Summary 43 Storck KG, August: Operational Indicators

Company Background**Production**

Summary 44 Storck KG, August: Production Statistics 2009

Competitive Positioning

Summary 45 Storck KG, August: Competitive Position 2009

Unilever Deutschland GmbH

Strategic Direction

Key Facts

Summary 46 Unilever Deutschland GmbH: Key Facts

Summary 47 Unilever Deutschland GmbH: Operational Indicators

Company Background

Production

Summary 48 Unilever Deutschland GmbH: Production Statistics 2009

Competitive Positioning

Summary 49 Unilever Deutschland GmbH: Competitive Position 2009

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 67 Milk by Type: % Value Breakdown 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

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