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Dairy in Iran

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Abstracts

In 2010, the Iranian government decided to increase the unit price for subsided milk from IRR2, 500 to 3,500 for a 1-litre plastic pack. This change occurred in line with the subsidies cut-off programme which is expected to be implemented before the end of 2010. In spite of the government's announcement permitting a price increase only for subsided milk, other drinking milk products experienced a sudden increase in unit price. Many consumers who used to queue for hours at groceries to buy...

Euromonitor International's Drinking Milk Products in Iran 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;

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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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Contents

Dairy in Iran
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LIST OF CONTENTS AND TABLES

Executive Summary
Packaged Food Sees Steady Sales Growth
Final Approval of Iranian Parliament Made Government Eager To Start Subsidy Reform Program
Artisanal Products Dominant in A Highly Fragmented Market
Supermarkets/hypermarkets' Share of Distribution Steadily Increases
Promising Prospects for Forecast Period
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 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010
Table 9 Sales of Packaged Food by Category and Distribution Format: % Analysis 2010
Table 10 Forecast Sales of Packaged Food by Category: Volume 2010-2015
Table 11 Forecast Sales of Packaged Food by Category: Value 2010-2015
Table 12 Forecast Sales of Packaged Food by Category: % Volume Growth 2010-2015
Table 13 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015
Foodservice - Key Trends and Developments
Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 14 Foodservice Sales of Packaged Food by Category: Volume 2005-2010
Table 15 Foodservice Sales of Packaged Food by Category: % Volume Growth

2005-2010
Table 16 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015
Table 17 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 18 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010
Table 19 Sales of Impulse and Indulgence Products by Category: Value 2005-2010
Table 20 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010
Table 21 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010
Table 22 Company Shares of Impulse and Indulgence Products 2005-2009
Table 23 Brand Shares of Impulse and Indulgence Products 2006-2009
Table 24 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015
Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015
Table 26 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015
Table 27 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 28 Sales of Nutrition/Staples by Category: Volume 2005-2010
Table 29 Sales of Nutrition/Staples by Category: Value 2005-2010
Table 30 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010
Table 31 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010
Table 32 Company Shares of Nutrition/Staples 2005-2009
Table 33 Brand Shares of Nutrition/Staples 2006-2009

Table 34 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015
Table 35 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015
Table 36 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2010-2015
Table 37 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 38 Sales of Meal Solutions by Category: Volume 2005-2010
Table 39 Sales of Meal Solutions by Category: Value 2005-2010
Table 40 Sales of Meal Solutions by Category: % Volume Growth 2005-2010
Table 41 Sales of Meal Solutions by Category: % Value Growth 2005-2010
Table 42 Company Shares of Meal Solutions 2005-2009
Table 43 Brand Shares of Meal Solutions 2006-2009
Table 44 Forecast Sales of Meal Solutions by Category: Volume 2010-2015
Table 45 Forecast Sales of Meal Solutions by Category: Value 2010-2015
Table 46 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015
Table 47 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015
Definitions
Summary 1 Research Sources
Golestan Co
Strategic Direction
Key Facts
Summary 2 Golestan Co: Key Facts
Company Background
Production
Competitive Positioning
Summary 3 Golestan Co: Competitive Position 2009
Kalleh Co
Strategic Direction
Key Facts
Summary 4 Kalleh Co: Key Facts
Production
Summary 5 Kalleh Dairy Co: Production Statistics 2009
Competitive Positioning
Summary 6 Kalleh Co: Competitive Position 2009

Nestlé Iran Pjs Co
Strategic Direction
Key Facts
Summary 7 Nestlé Iran PJS Co: Key Facts
Company Background
Production
Summary 8 Nestlé Iran PJS Co: Production Statistics 2009
Competitive Positioning
Summary 9 Nestlé Iran PJS Co: Competitive Position 2009
Tak Makaron Co
Strategic Direction
Key Facts
Summary 10 Tak Makaron Co: Key Facts
Company Background
Production
Summary 11 Tak Macaron Co: Production Statistics 2009
Competitive Positioning
Summary 12 Tak Macaron Co: Competitive Position 2009
Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 48 Sales of Cheese by Category: Volume 2005-2010
Table 49 Sales of Cheese by Category: Value 2005-2010
Table 50 Sales of Cheese by Category: % Volume Growth 2005-2010
Table 51 Sales of Cheese by Category: % Value Growth 2005-2010
Table 52 Spreadable Processed Cheese by Type: % Value Breakdown 2005-2010
Table 53 Cheese Company Shares 2005-2009
Table 54 Cheese Brand Shares 2006-2009
Table 55 Sales of Cheese by Distribution Format: % Analysis 2005-2010
Table 56 Forecast Sales of Cheese by Category: Volume 2010-2015
Table 57 Forecast Sales of Cheese by Category: Value 2010-2015
Table 58 Forecast Sales of Cheese by Category: % Volume Growth 2010-2015
Table 59 Forecast Sales of Cheese by Category: % Value Growth 2010-2015
Headlines
Trends
Competitive Landscape
Prospects

Category Data
Table 60 Sales of Drinking Milk Products by Category: Volume 2005-2010
Table 61 Sales of Drinking Milk Products by Category: Value 2005-2010
Table 62 Sales of Drinking Milk Products by Category: % Volume Growth 2005-2010
Table 63 Sales of Drinking Milk Products by Category: % Value Growth 2005-2010
Table 64 Drinking Milk Products Company Shares 2005-2009
Table 65 Drinking Milk Products Brand Shares 2006-2009
Table 66 Sales of Drinking Milk Products by Distribution Format: % Analysis 2005-2010
Table 67 Forecast Sales of Drinking Milk Products Products by Category: Volume 2010-2015
Table 68 Forecast Sales of Drinking Milk Products Products by Category: Value 2010-2015
Table 69 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2010-2015
Table 70 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2010-2015
Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 71 Sales of Yoghurt by Category: Volume 2005-2010
Table 72 Sales of Yoghurt by Category: Value 2005-2010
Table 73 Sales of Yoghurt by Category: % Volume Growth 2005-2010
Table 74 Sales of Yoghurt by Category: % Value Growth 2005-2010
Table 75 Soy-based vs Dairy-based Yoghurt % Breakdown 2010
Table 76 Yoghurt Company Shares 2005-2009
Table 77 Yoghurt Brand Shares 2006-2009
Table 78 Forecast Sales of Yoghurt by Category: Volume 2010-2015
Table 79 Forecast Sales of Yoghurt by Category: Value 2010-2015
Table 80 Forecast Sales of Yoghurt by Category: % Volume Growth 2010-2015
Table 81 Forecast Sales of Yoghurt by Category: % Value Growth 2010-2015
Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 82 Sales of Other Dairy Products by Category: Volume 2005-2010

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Table 83 Sales of Other Dairy Products by Category: Value 2005-2010
Table 84 Sales of Other Dairy Products by Category: % Volume Growth 2005-2010
Table 85 Sales of Other Dairy Products by Category: % Value Growth 2005-2010
Table 86 Sales of Other Dairy Products by Distribution Format: % Analysis 2005-2010
Table 87 Forecast Sales of Other Dairy Products by Category: Volume 2010-2015
Table 88 Forecast Sales of Other Dairy Products by Category: Value 2010-2015
Table 89 Forecast Sales of Other Dairy Products by Category: % Volume Growth 2010-2015
Table 90 Forecast Sales of Other Dairy Products by Category: % Value Growth 2010-2015

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