

Dairy in the Netherlands

<https://marketpublishers.com/r/D27682BCE38EN.html>

Date: October 2010

Pages: 91

Price: US\$ 900.00 (Single User License)

ID: D27682BCE38EN

Abstracts

In 2010 the economic recession was still having an influence on the development of cheese. The result was that cheese saw another year of decline. The major problem area was the biggest category in cheese, hard cheese. Because of the economic recession the Dutch spent less on hard cheese. The reason why this product is so vulnerable is that hard cheese is a product most consumers eat each day with breakfast and lunch. This is why they are more aware of the price of cheese and also were more...

Euromonitor International's Cheese in Netherlands 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 Cheese 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 the Netherlands
Euromonitor International
October 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Healthy Sales Growth in Packaged Food

Dutch Economy Remains Fragile

Giants Royal Frieslandcampina NV and Unilever Dominate Packaged Food

Supermarkets/hypermarkets Remain Most Dominant Channel

Modest Growth Predicted for Packaged Food

Key Trends and Developments

Dutch Economy Under Pressure

Demographic Developments Impact Consumer Landscape

Convenience Trend Drives Value Development

Health Concerns A Major Influence on Purchasing Decisions

Environmental Issues Become More of A Concern

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

Ad Van Geloven BV

Strategic Direction

Key Facts

Summary 2 Ad van Geloven BV: Key Facts

Company Background

Production

Competitive Positioning

Summary 3 Ad van Geloven BV: Competitive Position 2009

Bickery Food Group BV

Strategic Direction

Key Facts

Summary 4 Bickery Food Group BV: Key Facts

Company Background

Production

Bolletje BV

Strategic Direction

Key Facts

Summary 5 Bolletje BV: Key Facts

Company Background

Production

Competitive Positioning

Summary 6 Bolletje BV: Competitive Position 2009

Johma Nederland BV

Strategic Direction

Key Facts

Summary 7 Johma Nederland BV: Key Facts

Company Background

Production

Competitive Positioning

Summary 8 Johma Nederland BV: Competitive Position 2009

Remia Cv

Strategic Direction

Key Facts

Summary 9 Remia CV: Key Facts

Company Background

Competitive Positioning

Summary 10 Remia CV: Competitive Position 2009

Sara Lee Corp

Strategic Direction

Key Facts

Summary 11 Sara Lee Corp: Key Facts

Company Background

Production

Competitive Positioning

Summary 12 Summary Sara Lee Corp: Competitive Position 2009

Unilever Foodsolutions BV

Strategic Direction

Key Facts

Summary 13 Unilever Foodsolutions BV: Key Facts

Company Background

Production

Competitive Positioning

Van Dijk Food Products BV

Strategic Direction

Key Facts

Summary 14 Van Dijk Food Products BV: Key Facts

Company Background

Production

Competitive Positioning

Summary 15 Summary Van Dijk Food Products BV: Competitive Position 2009

Van Sillevoldt BV

Strategic Direction

Key Facts

Summary 16 Van Sillevoldt BV: Key Facts

Company Background

Production

Competitive Positioning

Summary 17 Summary Van Sillevoldt BV: Competitive Position 2009

Westland Kaasexport BV

Strategic Direction

Key Facts

Summary 18 Westland Kaasexport BV: Key Facts

Company Background

Production

Competitive Positioning

Summary 19 Westland Kaasexport BV: 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

I would like to order

Product name: Dairy in the Netherlands

Product link: <https://marketpublishers.com/r/D27682BCE38EN.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/D27682BCE38EN.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