

# Dairy in Singapore

<https://marketpublishers.com/r/DF248CF198BEN.html>

Date: October 2010

Pages: 86

Price: US\$ 900.00 (Single User License)

ID: DF248CF198BEN

## Abstracts

Cheese continued to gain awareness among consumers in 2010 as Asian people, especially the younger generations, became increasingly receptive to the taste. This was largely a result of the popularity of dishes such as cheesecakes, pizza and pasta, in which cheese is commonly used. Furthermore, with parents being more aware of the health benefits of cheese for their children, many also gave them unspreadable processed cheese to eat.

Euromonitor International's Cheese in Singapore 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.

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