

Dairy in Spain

<https://marketpublishers.com/r/D31032B95CAEN.html>

Date: November 2010

Pages: 98

Price: US\$ 900.00 (Single User License)

ID: D31032B95CAEN

Abstracts

In 2010, drinking milk products showed a dual trend. On the one hand, the economic downturn continued to determine the evolution of the category, and price became the main factor in the purchasing decision. The leadership of basic milk over functional milk and the increase in private label demonstrated this trend. On the other hand, the trend towards healthy products played a fundamental role in the success of the fresh/pasteurised milk and soy milk categories.

Euromonitor International's Drinking Milk Products in Spain 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 Spain
Euromonitor International
November 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Deep Recession Continues To Rein in Growth

Private Label Rides Growing Wave of Frugality

Danone Maintains Lead But Slowly Loses Ground

Evolving Shopping Patterns Favour Supermarkets/hypermarkets

Weak Growth As Spain Slowly Emerges From Recessionary Environment

Key Trends and Developments

the Great Recession Continues To Shape Consumption Patterns

Wave of Nostalgia Brings About A Revival of Retro Products

Creeping Nanny State Poses Growing Challenge To Packaged Food Industry

Manufacturers Increasingly Cater To Non-traditional Living Arrangements

Demography Is Destiny in Spain

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

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

Begudes I Marketing SI

Strategic Direction

Key Facts

Summary 2 Begudes i Marketing SL (Grupo B-Mark): Key Facts

Summary 3 Begudes i Marketing SL (Grupo B-Mark): Operational Indicators

Company Background

Production

Competitive Positioning

Bimbo SA (Grupo)

Strategic Direction

Key Facts

Summary 4 Bimbo SA (Grupo): Key Facts

Summary 5 Bimbo SA (Grupo): Operational Indicators

Company Background

Production

Summary 6 Bimbo SA (Grupo): Production Statistics 2009

Competitive Positioning

Summary 7 Bimbo SA (Grupo): Competitive Position 2009

Canela Foods SA

Strategic Direction

Summary 8 Canela Foods SA: Key Facts

Summary 9 Canela Foods SA: Operational Indicators

Company Background

Production

Competitive Positioning

Conway the Convenience Co SA

Strategic Direction

Key Facts

Summary 10 Conway The Convenience Company España SA: Key Facts

Summary 11 Conway The Convenience Company España SA: Operational Indicators

Company Background

Production

Competitive Positioning

Corporación Alimentaria Peñasanta SA (capsa)

Strategic Direction

Key Facts

Summary 12 Corporación Alimentaria Peñasanta SA (CAPSA): Key Facts

Summary 13 Corporación Alimentaria Peñasanta SA (CAPSA): Operational Indicators

Company Background

Production

Competitive Positioning

Summary 14 Corporación Alimentaria Peñasanta SA (CAPSA): Competitive Position
2009

Danone SA

Strategic Direction

Key Facts

Summary 15 Danone SA: Key Facts

Summary 16 Danone SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 17 Danone SA: Competitive Position 2009

Freigel Foodsolutions SA**Strategic Direction****Key Facts**

Summary 18 Freigel Food Solutions SA: Key Facts

Summary 19 Freigel Food Solutions SA: Operational Indicators

Company Background**Production****Competitive Positioning****Grupo Ebro Puleva SA****Strategic Direction****Key Facts**

Summary 20 Grupo Ebro Puleva SA: Key Facts

Summary 21 Grupo Ebro Puleva SA: Operational Indicators

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

Summary 22 Grupo Ebro Puleva SA: Competitive Position 2009

Helados Y Postres SA**Strategic Direction****Key Facts**

Summary 23 Helados y Postres SA: Key Facts

Summary 24 Helados y Postres SA: Operational Indicators

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

Summary 25 Helados y Postres SA: Competitive Position 2009

Leche Pascual SA**Strategic Direction****Key Facts**

Summary 26 Leche Pascual SA: Key Facts

Summary 27 Leche Pascual SA: Operational Indicators

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

Summary 28 Leche Pascual SA: Competitive Position 2009

Nestlé España SA (Grupo)**Strategic Direction**

Key Facts

Summary 29 Nestlé España SA (Grupo): Key Facts

Summary 30 Nestlé España SA (Grupo): Operational Indicators

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

Summary 31 Nestlé España SA (Grupo): Competitive Position 2009

Snack Ventures SA**Strategic Direction****Key Facts**

Summary 32 Snack Ventures SA: Key Facts

Summary 33 Snack Ventures SA: Operational Indicators

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

Summary 34 Snack Ventures SA: Competitive Position 2009

Sos Corporación Alimentaria SA**Strategic Direction****Key Facts**

Summary 35 Grupo SOS: Key Facts

Summary 36 Grupo SOS: Operational Indicators

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

Summary 37 SOS Cuétara SA: Competitive Position 2009

Unilever España Sa, Grupo**Strategic Direction****Key Facts**

Summary 38 Unilever España SA Grupo: Key Facts

Summary 39 Unilever España SA Grupo: Operational Indicators

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

Summary 40 Unilever España SA Grupo: 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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