

Flavours in Sweet and Savoury Snacks in Germany

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Abstracts

In 2010, 143 tonnes of flavours were used in the production of sweet and savoury snacks in Germany. Together, chips/crisps and extruded snacks accounted for well over half of overall flavour consumption. The first priority for flavours in sweet and savoury snacks is indulgence. Traditional, pure and plain flavours continue to lead as consumers seek authenticity, health and naturalness. However, younger consumers seeking adventure are also keen on new and extreme flavour launches.

Euromonitor International's Flavours in Sweet and Savoury Snacks in Germany country reports offer a comprehensive overview of the flavour and fragrance markets, giving specific consideration to the unique market conditions of each focal country. It highlights the major drivers behind flavour and fragrance supply and demand and provides detailed analysis of individual flavours and fragrances and the product categories they are used in. It also examines national prospects, highlighting opportunities and challenges for flavour and fragrance usage.

Product coverage: Abrasives/Inorganics, Acidulants, Antifoams, Antifungals, Antimicrobials, Antiperspirants, Bleach Precursors, Bleaching Agents, Botanicals, Carotenoids, Cocoa Liquor, Cocoa Powder, Colours, Commodities, Conditioning Agents (Skin, Hair, Fabric), Cultures, Emollients, Emulsifiers and Co-Emulsifiers, Enzymes, Fats and Oils, Flavour Enhancers, Flavours, Flours, Fluorescers, Fragrances, Humectants, Insect Repellants, Insecticides, Lacquers, Milk, Minerals, Miscellaneous Ingredients, Modified Flour, pH Control/salts, Phytoestrogens, Polysaccharides and Oligosaccharides, Preservatives/Antioxidants, Propellants, Proteins, Raising Agents, Reducing Agents, Skin Benefit Agents, Skin Lighteners, Skin Tanning Agents, Solvents, Sunscreens, Surfactant Cleansers and Adjuvants, Sweeteners, Synthetic Polymers, Thickeners/Structurants, Tooth Care, Vitamins and Derivatives, Water Softeners/Chelators.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Ingredients 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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Concept Drivers
Flavour Volumes
Chips/Crisps
Other Sweet and Savoury Snacks
Extruded Snacks

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