

# Food Intolerance in Portugal

<https://marketpublishers.com/r/F81C2BC0789EN.html>

Date: September 2013

Pages: 25

Price: US\$ 900.00 (Single User License)

ID: F81C2BC0789EN

## Abstracts

Portuguese consumers are increasingly well informed about different food allergies and the kinds of packaged food products that can prevent or alleviate their symptoms. Indeed, for many consumers food intolerance products are now a necessity, as the incidence of conditions such as coeliac disease, diabetes and lactose intolerance in Portugal rose steadily over the review period. This ensured that food intolerance proved much more resistant to the economic downturn than other areas of health and...

Euromonitor International's Food Intolerance in Portugal report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2008-2012, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2017 illustrate how the market is set to change.

**Product coverage:** Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

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

## Why buy this report?

Get a detailed picture of the Food Intolerance 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Food Intolerance by Category: Value 2007-2012

Table 2 Sales of Food Intolerance by Category: % Value Growth 2007-2012

Table 3 Lactose-free Dairy Products by Type: % Value Breakdown 2007-2012

Table 4 Food Intolerance NBO Company Shares 2008-2012

Table 5 Food Intolerance NBO Brand Shares 2009-2012

Table 6 Forecast Sales of Food Intolerance by Category: Value 2012-2017

Table 7 Forecast Sales of Food Intolerance by Category: % Value Growth 2012-2017

Executive Summary

Recession Slows Health and Wellness Sales Development

Rising Health Awareness Helps To Sustain Demand in Some Categories

New Target Audiences

Supermarkets and Hypermarkets Are the Leading Distributors

Healthy Eating Trend Will Prevail Despite Uncertain Economic Outlook

Key Trends and Developments

Economic Downturn Impacting Sales Performance

Incidence of Obesity and Cardiovascular Disease Rising

Large Grocery Retailers Dominate Sales

the 'buy Portuguese' Trend Is Increasing

An Ageing Population Boosts Health and Wellness

Market Data

Table 8 Sales of Health and Wellness by Type: Value 2007-2012

Table 9 Sales of Health and Wellness by Type: % Value Growth 2007-2012

Table 10 Sales of Health and Wellness by Category: Value 2007-2012

Table 11 Sales of Health and Wellness by Category: % Value Growth 2007-2012

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2007-2012

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth

2007-2012

Table 14 Health and Wellness GBO Company Shares 2008-2012

Table 15 Health and Wellness NBO Company Shares 2008-2012

Table 16 Health and Wellness NBO Brand Shares 2009-2012

Table 17 Forecast Sales of Health and Wellness by Type: Value 2012-2017

Table 18 Forecast Sales of Health and Wellness by Type: % Value Growth 2012-2017

Table 19 Forecast Sales of Health and Wellness by Category: Value 2012-2017  
Table 20 Forecast Sales of Health and Wellness by Category: % Value Growth  
2012-2017

Table 21 Forecast Sales of Health and Wellness by Prime Positioning: Value  
2012-2017

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: % Value  
Growth 2012-2017

Appendix

National Legislation

EU Legislation

Sources

Summary 1 Research Sources

## I would like to order

Product name: Food Intolerance in Portugal

Product link: <https://marketpublishers.com/r/F81C2BC0789EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F81C2BC0789EN.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