

# Food Intolerance in Venezuela

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## Abstracts

In Venezuela, baby food is the category that comprises the widest variety of food intolerance products. For instance, the combined value share within food intolerance of lactose free and other HW special baby milk formula was 65% in 2012. In fact, special baby milk formula varieties such as those for allergy treatment/prevention and lactose intolerance are also more widely accepted than regular baby formula, especially amongst high-income consumers. According to a company source, there is a...

Euromonitor International's Food Intolerance in Venezuela 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.

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Executive Summary

Health and Wellness Packaged Food Posts Positive Value Growth in 2012

Omega Fatty Acids Lead New Product Development in Packaged Food Arena

PepsiCo Alimentos Points To the Development of Healthy Snacks

Supermarkets Remain the Leading Channel for the Purchase of Health and Wellness Packaged Food

Health and Wellness Packaged Food Is Expected To Grow at A Moderate Pace

Key Trends and Developments

Health and Wellness Packaged Food Remains A Niche in Venezuela

Restricted Access To Foreign Currency and Declining Purchasing Power Limit

Innovation in Food Intolerance and Organic Packaged Food

Ageing Population Leads the Way in New Product Development

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