

Frozen Processed Food in Switzerland

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Abstracts

Although frozen processed food in Switzerland is not generally considered to be a category of particularly high-quality products, it is nonetheless gaining prominence in packaged food due to its favourable price positioning and high levels of convenience that the majority products in the category offer. Frozen processed food also continues to benefit from strong investment in new product development, with numerous research studies proving that frozen processed food can represent a relatively...

Euromonitor International's Frozen Processed Food in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Frozen Bakery, Frozen Desserts, Frozen Meat Substitutes, Frozen Noodles, Frozen Pizza, Frozen Processed Fish/Seafood, Frozen Processed Potatoes, Frozen Processed Poultry, Frozen Processed Red Meat, Frozen Processed Vegetables, Frozen Ready Meals, Frozen Soup, Other Frozen Processed Food.

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

Why buy this report?

Get a detailed picture of the Frozen Processed Food 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

Summary 1 Other Frozen Processed Food: Product Types

Table 1 Sales of Frozen Processed Food by Category: Volume 2009-2014

Table 2 Sales of Frozen Processed Food by Category: Value 2009-2014

Table 3 Sales of Frozen Processed Food by Category: % Volume Growth 2009-2014

Table 4 Sales of Frozen Processed Food by Category: % Value Growth 2009-2014

Table 5 Sales of Frozen Processed Fish/Seafood by Type: % Value Breakdown
2009-2014

Table 6 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2009-2014

Table 7 Sales of Frozen Processed Red Meat by Type: % Value Breakdown
2009-2014

Table 8 Sales of Frozen Processed Vegetables by Type: % Value Breakdown
2009-2014

Table 9 Sales of Other Frozen Processed Food by Type: % Value Breakdown
2009-2014

Table 10 NBO Company Shares of Frozen Processed Food: % Value 2010-2014

Table 11 LBN Brand Shares of Frozen Processed Food: % Value 2011-2014

Table 12 Distribution of Frozen Processed Food by Format: % Value 2009-2014

Table 13 Forecast Sales of Frozen Processed Food by Category: Volume 2014-2019

Table 14 Forecast Sales of Frozen Processed Food by Category: Value 2014-2019

Table 15 Forecast Sales of Frozen Processed Food by Category: % Volume Growth
2014-2019

Table 16 Forecast Sales of Frozen Processed Food by Category: % Value Growth
2014-2019

Hilcona AG in Packaged Food (switzerland)

Strategic Direction

Key Facts

Summary 2 Hilcona AG: Key Facts

Summary 3 Hilcona AG: Operational Indicators

Company Background

Production

Summary 4 Hilcona AG: Production Statistics 2014

Competitive Positioning

Summary 5 Hilcona AG: Competitive Position 2014
Nestlé Suisse SA in Packaged Food (switzerland)
Strategic Direction
Key Facts
Summary 6 Nestlé Suisse SA: Key Facts
Summary 7 Nestlé Suisse SA: Operational Indicators
Company Background
Production
Summary 8 Nestlé Suisse SA: Production Statistics 2014
Competitive Positioning
Summary 9 Nestlé Suisse SA: Competitive Position 2014
Unilever Schweiz GmbH in Packaged Food (switzerland)
Strategic Direction
Key Facts
Summary 10 Unilever Schweiz GmbH: Key Facts
Company Background
Production
Competitive Positioning
Summary 11 Unilever Schweiz GmbH: Competitive Position 2014
Executive Summary
Positive Economic Performance Despite Challenging Conditions
Health and Wellness Remains A Key Theme
Private Label Continues To Appeal To More and More Consumers
Discounters Intensify Their Presence in Switzerland
Positive Outlook for the Forecast Period
Key Trends and Developments
Packaged Food Benefits From the Positive Effects of A Strong Economy
Health and Wellness Trend Impacts Packaged Food Sales
Discounters' Expansion Threatens Monopoly of Swiss Retail Giants
New Lifestyles Call for More Convenience in Packaged Food
Foodservice - Key Trends and Developments
Headlines
Trends - Sales To Foodservice
Trends - Foodservice
Prospects
Category Data
Table 17 Foodservice Sales of Packaged Food by Category: Volume 2009-2014
Table 18 Foodservice Sales of Packaged Food by Category: % Volume Growth
2009-2014

Table 19 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 20 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2014-2019

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 21 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 22 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 23 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 24 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 25 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 26 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 29 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 30 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2014-2019

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 31 Sales of Meal Solutions by Category: Volume 2009-2014

Table 32 Sales of Meal Solutions by Category: Value 2009-2014

Table 33 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 34 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 35 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 37 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 38 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 39 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 40 Forecast Sales of Meal Solutions by Category: % Value Growth 2014-2019

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 41 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 42 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 43 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 44 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 45 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 46 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 47 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 48 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 49 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 50 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 51 Sales of Packaged Food by Category: Volume 2009-2014

Table 52 Sales of Packaged Food by Category: Value 2009-2014

Table 53 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 54 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 55 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 56 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 57 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 58 Penetration of Private Label by Category: % Value 2009-2014

Table 59 Distribution of Packaged Food by Format: % Value 2009-2014

Table 60 Distribution of Packaged Food by Format and Category: % Value 2014

Table 61 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 62 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 63 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

Table 64 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Sources

Summary 12 Research Sources

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