

Meal Replacement in Iran

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Abstracts

Awareness of the various different types of meal replacement products at around remains very low and this essentially means that substantial effort would need to be undertaken in order to ensure that Iranian consumers become and remain familiar with the products in the category. As a result, it is considered unlikely that any multinational supplier will be prepared to invest heavily in meal replacement in Iran before the end of the review period.

Euromonitor International's Meal Replacement in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Convalescence, Meal Replacement Slimming.

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

Why buy this report?

Get a detailed picture of the Meal Replacement 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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