

Meal Replacement in Iran

https://marketpublishers.com/r/M1F3553EF89EN.html

Date: January 2015

Pages: 40

Price: US\$ 990.00 (Single User License)

ID: M1F3553EF89EN

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.



Contents

Headlines

Prospects

Executive Summary

Strong Demand From the Young Population the Main Driver of Growth

Decline in Purchasing Power Due To Strong Inflation

Artisanal Products Dominant in A Highly Fragmented Market

Independent Small Grocers Remains the Dominant Distribution Channel in the Absence of Giant Multinational Retailers

Demand Is Expected To Grow in Spite of Political and Economic Difficulties

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 2 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 3 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019

Table 4 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 5 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 6 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 7 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 8 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 9 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 10 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014



Table 11 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 12 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 13 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 14 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 15 Sales of Meal Solutions by Category: Volume 2009-2014

Table 16 Sales of Meal Solutions by Category: Value 2009-2014

Table 17 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 18 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 19 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 20 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 21 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 22 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 23 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 24 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 25 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 26 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 27 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 28 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 29 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 30 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 31 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 32 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 33 Forecast Sales of Nutrition/Staples by Category: % Volume Growth



2014-2019

Table 34 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019 Market Data

Table 35 Sales of Packaged Food by Category: Volume 2009-2014

Table 36 Sales of Packaged Food by Category: Value 2009-2014

Table 37 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 38 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 39 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 40 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 41 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 42 Distribution of Packaged Food by Format: % Value 2009-2014

Table 43 Distribution of Packaged Food by Format and Category: % Value 2014

Table 44 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 45 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 46 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

Table 47 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019 Definitions

Sources

Summary 1 Research Sources



I would like to order

Product name: Meal Replacement in Iran

Product link: https://marketpublishers.com/r/M1F3553EF89EN.html
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/M1F3553EF89EN.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 |
| | Custumer 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