

Meal Replacement Products - Venezuela

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Abstracts

Meal replacement products registered strong growth again in 2009, supported by female consumers' desire to maintain healthy, slim figures. Meal replacement slimming products accounted for 97% of retail value sales due to strong participation from direct sellers such as Vida Herbal Suplementos Alimenticios and the popular store-based dieting brand Ni una dieta mas from Industrias Alimenticias Mc Laws. These products help women to maintain their figures and feed into the strong cultural emphasis...

Euromonitor International's Meal replacement products in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2004-2008, 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 2013 illustrate how the market is set to change.

Product coverage: Convalescence products, Meal replacement slimming products

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

Why buy this report?

Get a detailed picture of the Packaged Food industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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