

Nestlé Bulgaria AD in Packaged Food (Bulgaria)

<https://marketpublishers.com/r/N0B3CA311D9EN.html>

Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: N0B3CA311D9EN

Abstracts

Nestlé Bulgaria AD is set to further penetrate the domestic market and expand its retail value share at the expense of smaller local competitors. The competition for the leading position between Nestlé Bulgaria and Mondelez Bulgaria will continue in the forecast period, but it is likely that the two companies will concentrate on some different packaged food categories. Nestlé's core focus is set to remain chocolate confectionery, breakfast cereals, baby food and ice cream. Along with extending...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby Food, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Soup, Spreads, Sweet and Savoury Snacks.

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 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

Strategic Direction

Key Facts

Summary 1 Nestlé Bulgaria AD: Key Facts

Summary 2 Nestlé Bulgaria AD: Operational Indicators

Competitive Positioning

Summary 3 Nestlé Bulgaria AD: Competitive Position 2015

I would like to order

Product name: Nestlé Bulgaria AD in Packaged Food (Bulgaria)

Product link: <https://marketpublishers.com/r/N0B3CA311D9EN.html>

Price: US\$ 150.00 (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/N0B3CA311D9EN.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**

Customer 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