

Noodles in Chile

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The noodles category will continue to increase in both volume and value terms in 2014, mainly due to a good price/convenience relationship. This reflects the main characteristics of the product – the offer of an easy and quick meal, which is appreciated by several consumer segments, such as students and workers with short lunchtimes. The rising cost of meals and more time being spent outside the home make noodles an affordable and convenient option for many Chileans.

Euromonitor International's Noodles in Chile 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: Chilled Noodles, Frozen Noodles, Instant Noodles, Plain Noodles, Snack Noodles.

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

Why buy this report?

- Get a detailed picture of the Noodles 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.

Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Noodles by Category: Volume 2009-2014

Table 2 Sales of Noodles by Category: Value 2009-2014

Table 3 Sales of Noodles by Category: % Volume Growth 2009-2014

Table 4 Sales of Noodles by Category: % Value Growth 2009-2014

Table 5 Sales of Instant Noodles by Leading Flavours: Rankings 2009-2014

- Table 6 NBO Company Shares of Noodles: % Value 2010-2014
- Table 7 LBN Brand Shares of Noodles: % Value 2011-2014
- Table 8 Distribution of Noodles by Format: % Value 2009-2014
- Table 9 Forecast Sales of Noodles by Category: Volume 2014-2019
- Table 10 Forecast Sales of Noodles by Category: Value 2014-2019
- Table 11 Forecast Sales of Noodles by Category: % Volume Growth 2014-2019
- Table 12 Forecast Sales of Noodles by Category: % Value Growth 2014-2019
- Nestlé Chile SA in Packaged Food (chile)
- Strategic Direction
- Key Facts
- Summary 1 Nestlé Chile SA: Key Facts
- Company Background
- Production
- Competitive Positioning
- Summary 2 Nestlé Chile SA: Competitive Position 2014
- Executive Summary
- Continued Strong Growth in Packaged Food
- Health and Wellness Is Increasingly Preferred
- Nestlé Remains Atop Packaged Food in 2014
- Supermarkets and Hypermarkets Are the Preferred Channel for Chileans
- Packaged Food Is Predicted To Continue To Post Positive Growth
- Key Trends and Developments
- Health and Wellness Trends and Regulation Inspire Innovation
- Private Label Continues To Gain Market Share
- Discounters Are A New Source of Sales
- Added-value and Premium Products Spur Growth
- Foodservice - Key Trends and Developments
- Headlines
- Trends - Sales To Foodservice
- Trends - Foodservice
- Prospects
- Category Data
- Table 13 Foodservice Sales of Packaged Food by Category: Volume 2009-2014
- Table 14 Foodservice Sales of Packaged Food by Category: % Volume Growth 2009-2014
- Table 15 Forecast Foodservice Sales of Packaged Food by Category: Volume 2014-2019
- Table 16 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 17 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014
- Table 18 Sales of Impulse and Indulgence Products by Category: Value 2009-2014
- Table 19 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014
- Table 20 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014
- Table 21 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014
- Table 22 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014
- Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019
- Table 24 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019
- Table 25 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019
- Table 26 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 27 Sales of Meal Solutions by Category: Volume 2009-2014

Table 28 Sales of Meal Solutions by Category: Value 2009-2014

Table 29 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

Table 30 Sales of Meal Solutions by Category: % Value Growth 2009-2014

Table 31 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 32 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 33 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

Table 34 Forecast Sales of Meal Solutions by Category: Value 2014-2019

Table 35 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 36 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 37 Sales of Nutrition/Staples by Category: Volume 2009-2014

Table 38 Sales of Nutrition/Staples by Category: Value 2009-2014

Table 39 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

Table 40 Sales of Nutrition/Staples by Category: % Value Growth 2009-2014

Table 41 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 42 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 44 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 45 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

Table 46 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2014-2019

Market Data

Table 47 Sales of Packaged Food by Category: Volume 2009-2014

Table 48 Sales of Packaged Food by Category: Value 2009-2014

Table 49 Sales of Packaged Food by Category: % Volume Growth 2009-2014

Table 50 Sales of Packaged Food by Category: % Value Growth 2009-2014

Table 51 GBO Company Shares of Packaged Food: % Value 2010-2014

Table 52 NBO Company Shares of Packaged Food: % Value 2010-2014

Table 53 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 54 Penetration of Private Label by Category: % Value 2009-2014

Table 55 Distribution of Packaged Food by Format: % Value 2009-2014

Table 56 Distribution of Packaged Food by Format and Category: % Value 2014

Table 57 Forecast Sales of Packaged Food by Category: Volume 2014-2019

Table 58 Forecast Sales of Packaged Food by Category: Value 2014-2019

Table 59 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

Table 60 Forecast Sales of Packaged Food by Category: % Value Growth 2014-2019

Sources

Summary 3 Research Sources

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