

Noodles in Switzerland

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Abstracts

Demand for noodles continued to increase in Switzerland throughout 2014 due to the growing interest in Asian food in Switzerland, a trend which is based on the image of most Asian food as healthy and exotic. Swiss consumers have generally become much more aware of global cuisine in recent years and Asian food has gained prominence because it is compatible with various other trends food such as the rise of so-called 'flexitarian' eating habits. In addition, the increasing presence in many of the...

Euromonitor International's Noodles in Switzerland 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.

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