

Packaged Food in Iran

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Abstracts

Most areas of packaged food still had a very low base as of 2016, with strong potential. The old practice of consuming loose/unpackaged products such as rice, bread, oils and cheese was being replaced by the consumption of packaged items, especially in key urban areas, and mainly as a result of the widespread activities of key suppliers. In addition, Iran still had a young population and according to national statistics, more than 70% of the population were between 15 and 64 years old. This...

Euromonitor International's Packaged Food 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 2011-2015, 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 2020 illustrate how the market is set to change.

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

Executive Summary

Low Base and Relatively Young Population Are the Main Drivers for Growth

More-stable Economic Situation Results in A Better Performance in 2016

Artisanal Products Dominant in A Highly Fragmented Category

Independent Small Grocers Continues To Be the Dominant Distribution Channel in the
Absence of Giant Multinational Retailers

Outlook Is Very Promising Over the Forecast Period

Foodservice: Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Foodservice Sales of Packaged Food by Category: Volume 2011-2016

Table 2 Foodservice Sales of Packaged Food by Category: % Volume Growth
2011-2016

Table 3 Forecast Foodservice Sales of Packaged Food by Category: Volume
2016-2021

Table 4 Forecast Foodservice Sales of Packaged Food by Category: % Volume
Growth 2016-2021

Market Data

Table 5 Sales of Packaged Food by Category: Volume 2011-2016

Table 6 Sales of Packaged Food by Category: Value 2011-2016

Table 7 Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 8 Sales of Packaged Food by Category: % Value Growth 2011-2016

Table 9 GBO Company Shares of Packaged Food: % Value 2012-2016

Table 10 NBO Company Shares of Packaged Food: % Value 2012-2016

Table 11 LBN Brand Shares of Packaged Food: % Value 2013-2016

Table 12 Distribution of Packaged Food by Format: % Value 2011-2016

Table 13 Distribution of Packaged Food by Format and Category: % Value 2016

Table 14 Forecast Sales of Packaged Food by Category: Volume 2016-2021

Table 15 Forecast Sales of Packaged Food by Category: Value 2016-2021

Table 16 Forecast Sales of Packaged Food by Category: % Volume Growth
2016-2021

Table 17 Forecast Sales of Packaged Food by Category: % Value Growth 2016-2021

Definitions

Sources

- Summary 1 Research Sources
- Behpakhsh Co in Packaged Food (iran)
- Strategic Direction
- Key Facts
 - Summary 2 Behpakhsh Co: Key Facts
- Competitive Positioning
- Golestan Co in Packaged Food (iran)
- Strategic Direction
- Key Facts
 - Summary 3 Golestan Co: Key Facts
- Competitive Positioning
 - Summary 4 Golestan Co: Competitive Position 2016
- Kadbanoo Co in Packaged Food (iran)
- Strategic Direction
- Key Facts
 - Summary 5 Kadbanoo Co: Key Facts
 - Summary 6 Kadbanoo Co: Operational Indicators
- Competitive Positioning
 - Summary 7 Kadbanoo Co: Competitive Position 2016
- Kalleh Dairy Co in Packaged Food (iran)
- Strategic Direction
- Key Facts
 - Summary 8 Kalleh Dairy Co: Key Facts
- Competitive Positioning
 - Summary 9 Kalleh Dairy Co: Competitive Position 2016
- Saye Saman Co in Packaged Food (iran)
- Strategic Direction
- Key Facts
 - Summary 10 Saye Saman Co: Key Facts
- Competitive Positioning
- Headlines
- Trends
- Competitive Landscape
- Prospects
- Category Data
 - Table 18 Sales of Baby Food by Category: Volume 2011-2016
 - Table 19 Sales of Baby Food by Category: Value 2011-2016
 - Table 20 Sales of Baby Food by Category: % Volume Growth 2011-2016
 - Table 21 Sales of Baby Food by Category: % Value Growth 2011-2016

Table 22 NBO Company Shares of Baby Food: % Value 2012-2016

Table 23 LBN Brand Shares of Baby Food: % Value 2013-2016

Table 24 Distribution of Baby Food by Format: % Value 2011-2016

Table 25 Forecast Sales of Baby Food by Category: Volume 2016-2021

Table 26 Forecast Sales of Baby Food by Category: Value 2016-2021

Table 27 Forecast Sales of Baby Food by Category: % Volume Growth 2016-2021

Table 28 Forecast Sales of Baby Food by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Baked Goods by Category: Volume 2011-2016

Table 30 Sales of Baked Goods by Category: Value 2011-2016

Table 31 Sales of Baked Goods by Category: % Volume Growth 2011-2016

Table 32 Sales of Baked Goods by Category: % Value Growth 2011-2016

Table 33 NBO Company Shares of Baked Goods: % Value 2012-2016

Table 34 LBN Brand Shares of Baked Goods: % Value 2013-2016

Table 35 Distribution of Baked Goods by Format: % Value 2011-2016

Table 36 Forecast Sales of Baked Goods by Category: Volume 2016-2021

Table 37 Forecast Sales of Baked Goods by Category: Value 2016-2021

Table 38 Forecast Sales of Baked Goods by Category: % Volume Growth 2016-2021

Table 39 Forecast Sales of Baked Goods by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 40 Sales of Breakfast Cereals by Category: Volume 2011-2016

Table 41 Sales of Breakfast Cereals by Category: Value 2011-2016

Table 42 Sales of Breakfast Cereals by Category: % Volume Growth 2011-2016

Table 43 Sales of Breakfast Cereals by Category: % Value Growth 2011-2016

Table 44 NBO Company Shares of Breakfast Cereals: % Value 2012-2016

Table 45 LBN Brand Shares of Breakfast Cereals: % Value 2013-2016

Table 46 Distribution of Breakfast Cereals by Format: % Value 2011-2016

Table 47 Forecast Sales of Breakfast Cereals by Category: Volume 2016-2021

Table 48 Forecast Sales of Breakfast Cereals by Category: Value 2016-2021

Table 49 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2016-2021

Table 50 Forecast Sales of Breakfast Cereals by Category: % Value Growth
2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 51 Sales of Chocolate Confectionery by Category: Volume 2011-2016

Table 52 Sales of Chocolate Confectionery by Category: Value 2011-2016

Table 53 Sales of Chocolate Confectionery by Category: % Volume Growth 2011-2016

Table 54 Sales of Chocolate Confectionery by Category: % Value Growth 2011-2016

Table 55 Sales of Chocolate Tablets by Type: % Value 2011-2016

Table 56 NBO Company Shares of Chocolate Confectionery: % Value 2012-2016

Table 57 LBN Brand Shares of Chocolate Confectionery: % Value 2013-2016

Table 58 Distribution of Chocolate Confectionery by Format: % Value 2011-2016

Table 59 Forecast Sales of Chocolate Confectionery by Category: Volume 2016-2021

Table 60 Forecast Sales of Chocolate Confectionery by Category: Value 2016-2021

Table 61 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth
2016-2021

Table 62 Forecast Sales of Chocolate Confectionery by Category: % Value Growth
2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 63 Sales of Gum by Category: Volume 2011-2016

Table 64 Sales of Gum by Category: Value 2011-2016

Table 65 Sales of Gum by Category: % Volume Growth 2011-2016

Table 66 Sales of Gum by Category: % Value Growth 2011-2016

Table 67 NBO Company Shares of Gum: % Value 2012-2016

Table 68 LBN Brand Shares of Gum: % Value 2013-2016

Table 69 Distribution of Gum by Format: % Value 2011-2016

Table 70 Forecast Sales of Gum by Category: Volume 2016-2021

Table 71 Forecast Sales of Gum by Category: Value 2016-2021

Table 72 Forecast Sales of Gum by Category: % Volume Growth 2016-2021

Table 73 Forecast Sales of Gum by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Summary 11 Other Sugar Confectionery by Product Type: 2016

Table 74 Sales of Sugar Confectionery by Category: Volume 2011-2016

Table 75 Sales of Sugar Confectionery by Category: Value 2011-2016

Table 76 Sales of Sugar Confectionery by Category: % Volume Growth 2011-2016

Table 77 Sales of Sugar Confectionery by Category: % Value Growth 2011-2016

Table 78 Sales of Pastilles, Gums, Jellies and Chews by Type: % Value 2011-2016

Table 79 NBO Company Shares of Sugar Confectionery: % Value 2012-2016

Table 80 LBN Brand Shares of Sugar Confectionery: % Value 2013-2016

Table 81 Distribution of Sugar Confectionery by Format: % Value 2011-2016

Table 82 Forecast Sales of Sugar Confectionery by Category: Volume 2016-2021

Table 83 Forecast Sales of Sugar Confectionery by Category: Value 2016-2021

Table 84 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2016-2021

Table 85 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 86 Sales of Cheese by Category: Volume 2011-2016

Table 87 Sales of Cheese by Category: Value 2011-2016

Table 88 Sales of Cheese by Category: % Volume Growth 2011-2016

Table 89 Sales of Cheese by Category: % Value Growth 2011-2016

Table 90 Sales of Spreadable Processed Cheese by Type: % Value 2011-2016

Table 91 NBO Company Shares of Cheese: % Value 2012-2016

Table 92 LBN Brand Shares of Cheese: % Value 2013-2016

Table 93 Distribution of Cheese by Format: % Value 2011-2016

Table 94 Forecast Sales of Cheese by Category: Volume 2016-2021

Table 95 Forecast Sales of Cheese by Category: Value 2016-2021

Table 96 Forecast Sales of Cheese by Category: % Volume Growth 2016-2021

Table 97 Forecast Sales of Cheese by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 98 Sales of Drinking Milk Products by Category: Volume 2011-2016

Table 99 Sales of Drinking Milk Products by Category: Value 2011-2016

Table 100 Sales of Drinking Milk Products by Category: % Volume Growth 2011-2016

Table 101 Sales of Drinking Milk Products by Category: % Value Growth 2011-2016

Table 102 NBO Company Shares of Drinking Milk Products: % Value 2012-2016

Table 103 LBN Brand Shares of Drinking Milk Products: % Value 2013-2016

Table 104 Distribution of Drinking Milk Products by Format: % Value 2011-2016

Table 105 Forecast Sales of Drinking Milk Products Products by Category: Volume 2016-2021

Table 106 Forecast Sales of Drinking Milk Products Products by Category: Value 2016-2021

Table 107 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2016-2021

Table 108 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 109 Sales of Yoghurt and Sour Milk Products by Category: Volume 2011-2016

Table 110 Sales of Yoghurt and Sour Milk Products by Category: Value 2011-2016

Table 111 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2011-2016

Table 112 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2011-2016

Table 113 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2012-2016

Table 114 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2013-2016

Table 115 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2011-2016

Table 116 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2016-2021

Table 117 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2016-2021

Table 118 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2016-2021

Table 119 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value

Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 120 Sales of Other Dairy by Category: Volume 2011-2016

Table 121 Sales of Other Dairy by Category: Value 2011-2016

Table 122 Sales of Other Dairy by Category: % Volume Growth 2011-2016

Table 123 Sales of Other Dairy by Category: % Value Growth 2011-2016

Table 124 NBO Company Shares of Other Dairy: % Value 2012-2016

Table 125 LBN Brand Shares of Other Dairy: % Value 2013-2016

Table 126 Distribution of Other Dairy by Format: % Value 2011-2016

Table 127 Forecast Sales of Other Dairy by Category: Volume 2016-2021

Table 128 Forecast Sales of Other Dairy by Category: Value 2016-2021

Table 129 Forecast Sales of Other Dairy by Category: % Volume Growth 2016-2021

Table 130 Forecast Sales of Other Dairy by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 131 Sales of Ice Cream and Frozen Desserts by Category: Volume 2011-2016

Table 132 Sales of Ice Cream and Frozen Desserts by Category: Value 2011-2016

Table 133 Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2011-2016

Table 134 Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2011-2016

Table 135 NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2012-2016

Table 136 LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2013-2016

Table 137 NBO Company Shares of Ice Cream: % Value 2012-2016

Table 138 LBN Brand Shares of Ice Cream: % Value 2013-2016

Table 139 Distribution of Ice Cream and Frozen Desserts by Format: % Value 2011-2016

Table 140 Distribution of Ice Cream by Format: % Value 2011-2016

Table 141 Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021

Table 142 Forecast Sales of Ice Cream and Frozen Desserts by Category: Value

2016-2021

Table 143 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021

Table 144 Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 145 Sales of Processed Fruit and Vegetables by Category: Volume 2011-2016

Table 146 Sales of Processed Fruit and Vegetables by Category: Value 2011-2016

Table 147 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2011-2016

Table 148 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2011-2016

Table 149 NBO Company Shares of Processed Fruit and Vegetables: % Value 2012-2016

Table 150 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2013-2016

Table 151 Distribution of Processed Fruit and Vegetables by Format: % Value 2011-2016

Table 152 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2016-2021

Table 153 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2016-2021

Table 154 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2016-2021

Table 155 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 156 Sales of Processed Meat and Seafood by Category: Volume 2011-2016

Table 157 Sales of Processed Meat and Seafood by Category: Value 2011-2016

Table 158 Sales of Processed Meat and Seafood by Category: % Volume Growth 2011-2016

Table 159 Sales of Processed Meat and Seafood by Category: % Value Growth

2011-2016

Table 160 NBO Company Shares of Processed Meat and Seafood: % Value

2012-2016

Table 161 LBN Brand Shares of Processed Meat and Seafood: % Value 2013-2016

Table 162 Distribution of Processed Meat and Seafood by Format: % Value 2011-2016

Table 163 Forecast Sales of Processed Meat and Seafood by Category: Volume

2016-2021

Table 164 Forecast Sales of Processed Meat and Seafood by Category: Value

2016-2021

Table 165 Forecast Sales of Processed Meat and Seafood by Category: % Volume Growth 2016-2021

Table 166 Forecast Sales of Processed Meat and Seafood by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 167 Sales of Ready Meals by Category: Volume 2011-2016

Table 168 Sales of Ready Meals by Category: Value 2011-2016

Table 169 Sales of Ready Meals by Category: % Volume Growth 2011-2016

Table 170 Sales of Ready Meals by Category: % Value Growth 2011-2016

Table 171 NBO Company Shares of Ready Meals: % Value 2012-2016

Table 172 LBN Brand Shares of Ready Meals: % Value 2013-2016

Table 173 Distribution of Ready Meals by Format: % Value 2011-2016

Table 174 Forecast Sales of Ready Meals by Category: Volume 2016-2021

Table 175 Forecast Sales of Ready Meals by Category: Value 2016-2021

Table 176 Forecast Sales of Ready Meals by Category: % Volume Growth 2016-2021

Table 177 Forecast Sales of Ready Meals by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 178 Sales of Rice, Pasta and Noodles by Category: Volume 2011-2016

Table 179 Sales of Rice, Pasta and Noodles by Category: Value 2011-2016

Table 180 Sales of Rice, Pasta and Noodles by Category: % Volume Growth

2011-2016

Table 181 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2011-2016

Table 182 NBO Company Shares of Rice, Pasta and Noodles: % Value 2012-2016

Table 183 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2013-2016

Table 184 NBO Company Shares of Rice: % Value 2012-2016

Table 185 LBN Brand Shares of Rice: % Value 2013-2016

Table 186 NBO Company Shares of Pasta: % Value 2012-2016

Table 187 LBN Brand Shares of Pasta: % Value 2013-2016

Table 188 NBO Company Shares of Noodles: % Value 2012-2016

Table 189 LBN Brand Shares of Noodles: % Value 2013-2016

Table 190 Distribution of Rice, Pasta and Noodles by Format: % Value 2011-2016

Table 191 Distribution of Rice by Format: % Value 2011-2016

Table 192 Distribution of Pasta by Format: % Value 2011-2016

Table 193 Distribution of Noodles by Format: % Value 2011-2016

Table 194 Forecast Sales of Rice, Pasta and Noodles by Category: Volume
2016-2021

Table 195 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2016-2021

Table 196 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth
2016-2021

Table 197 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth
2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 198 Sales of Sauces, Dressings and Condiments by Category: Volume
2011-2016

Table 199 Sales of Sauces, Dressings and Condiments by Category: Value 2011-2016

Table 200 Sales of Sauces, Dressings and Condiments by Category: % Volume
Growth 2011-2016

Table 201 Sales of Sauces, Dressings and Condiments by Category: % Value Growth
2011-2016

Table 202 NBO Company Shares of Sauces, Dressings and Condiments: % Value
2012-2016

Table 203 LBN Brand Shares of Sauces, Dressings and Condiments: % Value
2013-2016

Table 204 Distribution of Sauces, Dressings and Condiments by Format: % Value
2011-2016

Table 205 Forecast Sales of Sauces, Dressings and Condiments by Category: Volume
2016-2021

Table 206 Forecast Sales of Sauces, Dressings and Condiments by Category: Value 2016-2021

Table 207 Forecast Sales of Sauces, Dressings and Condiments by Category: % Volume Growth 2016-2021

Table 208 Forecast Sales of Sauces, Dressings and Condiments by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 209 Sales of Savoury Snacks by Category: Volume 2011-2016

Table 210 Sales of Savoury Snacks by Category: Value 2011-2016

Table 211 Sales of Savoury Snacks by Category: % Volume Growth 2011-2016

Table 212 Sales of Savoury Snacks by Category: % Value Growth 2011-2016

Table 213 NBO Company Shares of Savoury Snacks: % Value 2012-2016

Table 214 LBN Brand Shares of Savoury Snacks: % Value 2013-2016

Table 215 Distribution of Savoury Snacks by Format: % Value 2011-2016

Table 216 Forecast Sales of Savoury Snacks by Category: Volume 2016-2021

Table 217 Forecast Sales of Savoury Snacks by Category: Value 2016-2021

Table 218 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2016-2021

Table 219 Forecast Sales of Savoury Snacks by Category: % Value Growth 2016-2021

Trends

Competitive Landscape

Prospects

Category Data

Table 220 Sales of Soup by Category: Volume 2011-2016

Table 221 Sales of Soup by Category: Value 2011-2016

Table 222 Sales of Soup by Category: % Volume Growth 2011-2016

Table 223 Sales of Soup by Category: % Value Growth 2011-2016

Table 224 NBO Company Shares of Soup: % Value 2012-2016

Table 225 LBN Brand Shares of Soup: % Value 2013-2016

Table 226 Distribution of Soup by Format: % Value 2011-2016

Table 227 Forecast Sales of Soup by Category: Volume 2016-2021

Table 228 Forecast Sales of Soup by Category: Value 2016-2021

Table 229 Forecast Sales of Soup by Category: % Volume Growth 2016-2021

Table 230 Forecast Sales of Soup by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 231 Sales of Spreads by Category: Volume 2011-2016

Table 232 Sales of Spreads by Category: Value 2011-2016

Table 233 Sales of Spreads by Category: % Volume Growth 2011-2016

Table 234 Sales of Spreads by Category: % Value Growth 2011-2016

Table 235 NBO Company Shares of Spreads: % Value 2012-2016

Table 236 LBN Brand Shares of Spreads: % Value 2013-2016

Table 237 Distribution of Spreads by Format: % Value 2011-2016

Table 238 Forecast Sales of Spreads by Category: Volume 2016-2021

Table 239 Forecast Sales of Spreads by Category: Value 2016-2021

Table 240 Forecast Sales of Spreads by Category: % Volume Growth 2016-2021

Table 241 Forecast Sales of Spreads by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 242 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2011-2016

Table 243 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2011-2016

Table 244 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2011-2016

Table 245 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2011-2016

Table 246 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2012-2016

Table 247 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2013-2016

Table 248 NBO Company Shares of Sweet Biscuits: % Value 2012-2016

Table 249 LBN Brand Shares of Sweet Biscuits: % Value 2013-2016

Table 250 NBO Company Shares of Snack Bars: % Value 2012-2016

Table 251 LBN Brand Shares of Snack Bars: % Value 2013-2016

Table 252 NBO Company Shares of Fruit Snacks: % Value 2012-2016

Table 253 LBN Brand Shares of Fruit Snacks: % Value 2013-2016

Table 254 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2011-2016

Table 255 Distribution of Sweet Biscuits by Format: % Value 2011-2016

Table 256 Distribution of Snack Bars by Format: % Value 2011-2016

Table 257 Distribution of Fruit Snacks by Format: % Value 2011-2016

Table 258 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2016-2021

Table 259 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2016-2021

Table 260 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2016-2021

Table 261 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2016-2021

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