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Pasta in Belgium

https://marketpublishers.com/r/PD66F689098EN.html
Date: January 2015
Pages: 62
Price: US$ 990.00 (Single User License)
ID: PD66F689098EN

Abstracts

The data for pasta sales reflect a relative stasis in 2014 due to a combination of factors. On one hand, the continued home-cooking trend in Belgium is maintaining the popularity of pasta. This product has long served as the basis for a popular meal in Belgium, with consumers ranking pasta as their favourite meal. Aside from offering convenience, pasta is sold at an affordable price, which appeals to both busy and economically-sensitive consumers. Pasta is also benefiting from the increasing...

Euromonitor International's Pasta in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Canned/Preserved Pasta, Chilled/Fresh Pasta, Dried Pasta.

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

Why buy this report?

Get a detailed picture of the Pasta market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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