

Pasta in Ireland

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Abstracts

2014 saw significant development of chilled/fresh pasta in Ireland, with a number of brands becoming more visible through mainstream grocery retailers. For some time now, the majority of products available have fallen within the area of private label and fantasy brands; however, 2014 saw supermarket retailers in particular attempt to drive sales of branded products. Throughout the year various branded products, such as Magnetti Brothers (Magnetti Foods Ltd), Giovani Rana (Giovanni Rana Ltd) and...

Euromonitor International's Pasta in Ireland 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: 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;

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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