

Snack Bars in France

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Abstracts

Except for fruit bars and protein bars, demand for all other snack bars is expected to be on the decline in 2014. The three most significant factors behind this downwards trend were: the ongoing outdated nature of snack bars (especially in weight management, as they are being replaced by other more efficient alternatives); the advent of a diverse range of other snack substitutes; and consumer confusion associated with an unclear positioning and lack of information on the wide array of snack...

Euromonitor International's Snack Bars in France 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: Breakfast Bars, Energy and Nutrition Bars, Fruit Bars, Granola/Muesli Bars, Other Snack Bars.

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

Why buy this report?

Get a detailed picture of the Snack Bars 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

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Snack Bars by Category: Volume 2009-2014

Table 2 Sales of Snack Bars by Category: Value 2009-2014

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

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

Table 5 NBO Company Shares of Snack Bars: % Value 2010-2014

Table 6 LBN Brand Shares of Snack Bars: % Value 2011-2014

Table 7 Distribution of Snack Bars by Format: % Value 2009-2014

Table 8 Forecast Sales of Snack Bars by Category: Volume 2014-2019

Table 9 Forecast Sales of Snack Bars by Category: Value 2014-2019

Table 10 Forecast Sales of Snack Bars by Category: % Volume Growth 2014-2019

Table 11 Forecast Sales of Snack Bars by Category: % Value Growth 2014-2019

Summary 1 Other Snack Bars: Product Types

Galec - Centre Distributeur Edouard Leclerc in Packaged Food (france)

Strategic Direction

Key Facts

Summary 2 Galec - Centre Distributeur Edouard Leclerc: Key Facts

Summary 3 Galec - Centre Distributeur Edouard Leclerc: Operational Indicators

Company Background

Internet Strategy

Summary 4 Galec - Centre Distributeur Edouard Leclerc: Share of Sales Generated by internet Retailing

Private Label

Summary 5 Galec - Centre Distributeur Edouard Leclerc: Private Label Portfolio

Competitive Positioning

Summary 6 Galec - Centre Distributeur Edouard Leclerc: Competitive Position 2014

Mondelez France Sas in Packaged Food (france)

Strategic Direction

Key Facts

Summary 7 Mondelez France SAS: Key Facts

Summary 8 Mondelez France SAS*: Operational Indicators

Company Background

Production

Summary 9 Mondelez France SAS: Production Statistics 2014

Competitive Positioning

Summary 10 Mondelez France SAS: Competitive Position 2014

Nestlé France SA in Packaged Food (france)

Strategic Direction

Key Facts

Summary 11 Nestlé France SA: Key Facts

Summary 12 Nestlé France SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 13 Nestlé France SA: Competitive Position 2014

Executive Summary

Life Is Not So Bad for Packaged Food

the French Continue To Indulge Themselves, But at Home

France's Leading Packaged Food Brands Rather Pleased With Themselves

Supermarkets, Hypermarkets Fare Better Than Discounters As Internet Retailing Wins

Packaged Food Set To Be Relatively Secure Despite the Unfavourable Economic

Outlook

Key Trends and Developments

Packaged Food Industry Outperforms the Overall French Economy

the French Want More Stringent Food Safety Standards But Refuse To Be Patronised

What About Staying at Home Tonight?

More Favourable Environment for 'a Brands'

Foodservice - Key Trends and Developments

Headlines

Trends - Sales To Foodservice

Trends -foodservice

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2009-2014

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth
2009-2014

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume
2014-2019

Table 15 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 16 Sales of Impulse and Indulgence Products by Category: Volume 2009-2014

Table 17 Sales of Impulse and Indulgence Products by Category: Value 2009-2014

Table 18 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2009-2014

Table 19 Sales of Impulse and Indulgence Products by Category: % Value Growth 2009-2014

Table 20 NBO Company Shares of Impulse and Indulgence Products: % Value 2010-2014

Table 21 LBN Brand Shares of Impulse and Indulgence Products: % Value 2011-2014

Table 22 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2014-2019

Table 23 Forecast Sales of Impulse and Indulgence Products by Category: Value 2014-2019

Table 24 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2014-2019

Table 25 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 26 Sales of Meal Solutions by Category: Volume 2009-2014

Table 27 Sales of Meal Solutions by Category: Value 2009-2014

Table 28 Sales of Meal Solutions by Category: % Volume Growth 2009-2014

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

Table 30 NBO Company Shares of Meal Solutions: % Value 2010-2014

Table 31 LBN Brand Shares of Meal Solutions: % Value 2011-2014

Table 32 Forecast Sales of Meal Solutions by Category: Volume 2014-2019

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

Table 34 Forecast Sales of Meal Solutions by Category: % Volume Growth 2014-2019

Table 35 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 36 Sales of Nutrition/Staples by Category: Volume 2009-2014

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

Table 38 Sales of Nutrition/Staples by Category: % Volume Growth 2009-2014

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

Table 40 NBO Company Shares of Nutrition/Staples: % Value 2010-2014

Table 41 LBN Brand Shares of Nutrition/Staples: % Value 2011-2014

Table 42 Forecast Sales of Nutrition/Staples by Category: Volume 2014-2019

Table 43 Forecast Sales of Nutrition/Staples by Category: Value 2014-2019

Table 44 Forecast Sales of Nutrition/Staples by Category: % Volume Growth 2014-2019

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

Market Data

Table 46 Sales of Packaged Food by Category: Volume 2009-2014

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

Table 48 Sales of Packaged Food by Category: % Volume Growth 2009-2014

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

Table 50 GBO Company Shares of Packaged Food: % Value 2010-2014

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

Table 52 LBN Brand Shares of Packaged Food: % Value 2011-2014

Table 53 Penetration of Private Label by Category: % Value 2009-2014

Table 54 Distribution of Packaged Food by Format: % Value 2009-2014

Table 55 Distribution of Packaged Food by Format and Category: % Value 2014

Table 56 Forecast Sales of Packaged Food by Category: Volume 2014-2019

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

Table 58 Forecast Sales of Packaged Food by Category: % Volume Growth 2014-2019

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

Sources

Summary 14 Research Sources

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