

Snack Bars in Venezuela

<https://marketpublishers.com/r/SB0B982BBEAEN.html>

Date: October 2014

Pages: 52

Price: US\$ 990.00 (Single User License)

ID: SB0B982BBEAEN

Abstracts

A limited and interrupted availability of brands will lead snack bars to continue to record a downward trend over the course of 2014. Given that snack bars is such a niche category and most of its brands are imported, manufacturers are not giving priority to the importation of snack bars with the limited resources available; instead these resources are being allocated to high-penetration product categories. For instance, Alimentos Kellogg SA has focused on maintaining the availability of its...

Euromonitor International's Snack Bars in Venezuela 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.

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Multinationals Are Best Equipped To Deal With Foreign Currency Restrictions

Convenience Stores Continue To Gain Ground in Packaged Food

Tough Business Environment Remains the Main Threat To Growth in Packaged Food

Key Trends and Developments

Packaged Food Stagnates With Regard To New Product Developments and New Entrants

Regulatory Constraints Limit Consumers' Ability To Differentiate Brands and Retailers

Inflation and Devaluation Drive Unit Prices

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