

Sweet Biscuits, Snack Bars and Fruit Snacks in Iran

<https://marketpublishers.com/r/SEEC8838B71EN.html>

Date: July 2016

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: SEEC8838B71EN

Abstracts

Per capita consumption of sweet biscuits remained very low in Iran during 2016 mainly as a result of limited awareness and a lack of product sophistication. The bulk of sales have been filled by basic offerings for many years and not so many developments can be spotted which may help sweet biscuits to mature. Most Iranian families do not eat biscuits on a regular basis and products like bread and cakes have higher priority for them. Fruit snacks, on the other hand, showed very good potential...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report

Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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 Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2011-2016

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2011-2016

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2011-2016

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2011-2016

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2012-2016

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2013-2016

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2012-2016

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2013-2016

Table 9 NBO Company Shares of Snack Bars: % Value 2012-2016

Table 10 LBN Brand Shares of Snack Bars: % Value 2013-2016

Table 11 NBO Company Shares of Fruit Snacks: % Value 2012-2016

Table 12 LBN Brand Shares of Fruit Snacks: % Value 2013-2016

Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2011-2016

Table 14 Distribution of Sweet Biscuits by Format: % Value 2011-2016

Table 15 Distribution of Snack Bars by Format: % Value 2011-2016

Table 16 Distribution of Fruit Snacks by Format: % Value 2011-2016

Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2016-2021

Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2016-2021

Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2016-2021

Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2016-2021

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

Table 22 Foodservice Sales of Packaged Food by Category: % Volume Growth
2011-2016

Table 23 Forecast Foodservice Sales of Packaged Food by Category: Volume
2016-2021

Table 24 Forecast Foodservice Sales of Packaged Food by Category: % Volume
Growth 2016-2021

Market Data

Table 25 Sales of Packaged Food by Category: Volume 2011-2016

Table 26 Sales of Packaged Food by Category: Value 2011-2016

Table 27 Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 28 Sales of Packaged Food by Category: % Value Growth 2011-2016

Table 29 GBO Company Shares of Packaged Food: % Value 2012-2016

Table 30 NBO Company Shares of Packaged Food: % Value 2012-2016

Table 31 LBN Brand Shares of Packaged Food: % Value 2013-2016

Table 32 Distribution of Packaged Food by Format: % Value 2011-2016

Table 33 Distribution of Packaged Food by Format and Category: % Value 2016

Table 34 Forecast Sales of Packaged Food by Category: Volume 2016-2021

Table 35 Forecast Sales of Packaged Food by Category: Value 2016-2021

Table 36 Forecast Sales of Packaged Food by Category: % Volume Growth
2016-2021

Table 37 Forecast Sales of Packaged Food by Category: % Value Growth 2016-2021

Definitions

Sources

Summary 1 Research Sources

I would like to order

Product name: Sweet Biscuits, Snack Bars and Fruit Snacks in Iran

Product link: <https://marketpublishers.com/r/SEEC8838B71EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SEEC8838B71EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970