

Sweet Biscuits Snack Bars and Fruit Snacks in the United Kingdom

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Abstracts

There was severe flooding over a number of areas of the UK at the end of 2015 and start of 2016, with these also impacting leading sweet biscuits player United Biscuit's production facilities in Carlisle. The factory was forced to close on 5 December 2015, which halted the company's production of a number of products, including Ginger Nuts and a number of products from the McVitie's range. These products were thus absent from store shelves for a number of months, only returning around the end...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in United Kingdom 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

Mars Food UK Ltd in Packaged Food (united Kingdom)

Strategic Direction

Key Facts

Summary 1 Mars Food UK Ltd: Key Facts

Summary 2 Mars Food UK Ltd: Operational Indicators

Competitive Positioning

Summary 3 Mars Food UK Ltd: Competitive Position 2016

Mondelez UK Ltd in Packaged Food (united Kingdom)

Strategic Direction

Key Facts

Summary 4 Mondelez UK Ltd: Key Facts

Summary 5 Mondelez UK Ltd: Operational Indicators

Competitive Positioning

Summary 6 Mondelez UK Ltd: Competitive Position 2016

Premier Foods Group Ltd in Packaged Food (united Kingdom)

Strategic Direction

Key Facts

Summary 7 Premier Foods Group Ltd: Key Facts

Summary 8 Premier Foods Group Ltd: Operational Indicators

Competitive Positioning

Summary 9 Premier Foods Group Ltd: Competitive Position 2016

Tesco Plc in Packaged Food (united Kingdom)

Strategic Direction

Key Facts

Summary 10 Tesco Plc: Key Facts

Summary 11 Tesco Plc: Operational Indicators

Internet Strategy

Private Label

Summary 12 Tesco Plc: Private Label Portfolio

Competitive Positioning

Summary 13 Tesco Plc: Competitive Position 2015

United Biscuits (uk) Ltd in Packaged Food (united Kingdom)

Strategic Direction

Key Facts

Summary 14 United Biscuits (UK) Ltd: Key Facts

Summary 15 United Biscuits (UK) Ltd: Operational Indicators

Competitive Positioning

Summary 16 United Biscuits (UK) Ltd: Competitive Position 2016

Executive Summary

Packaged Food Value Sales Increase With Growth Still Minimal

Are We Getting Closer To A Big Foods Era?

the Power of Private Label Brands

Discounters Continues To See An Outstanding Performance

GDP Growth and Innovation To Shape the Future of Packaged Food in the UK

Key Trends and Developments

Authenticity in Brands Comes To Prominence

Issues of Health and Wellness Impact Snacking in the UK

Discounters Continues To Gain Shares in the UK

Concerns Over the Impact of Brexit on the Food Industry

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

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 Penetration of Private Label by Category: % Value 2011-2016

Table 33 Distribution of Packaged Food by Format: % Value 2011-2016

Table 34 Distribution of Packaged Food by Format and Category: % Value 2016

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

Table 36 Forecast Sales of Packaged Food by Category: Value 2016-2021

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

Table 38 Forecast Sales of Packaged Food by Category: % Value Growth 2016-2021

Sources

Summary 17 Research Sources

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