

Sweet and Savoury Snacks in Mexico

<https://marketpublishers.com/r/S71222FB79FEN.html>

Date: December 2015

Pages: 38

Price: US\$ 990.00 (Single User License)

ID: S71222FB79FEN

Abstracts

After facing a difficult year in 2014, when a special tax of 8% was applied to most products in the category, sweet and savoury snacks showed a gradual recovery in 2015. The special tax, which came into effect in January 2014, is part of a wider effort by the Mexican government to tackle the country's growing obesity problem, which is driving public healthcare costs upwards. The tax is levied on food products that are considered to be high in calories (more than 275 kilocalories per 100g). Its...

Euromonitor International's Sweet and Savoury Snacks in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Crisps, Extruded Snacks, Fruit Snacks, Nuts, Other Sweet and Savoury Snacks, Popcorn, Pretzels, Tortilla Chips.

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 and Savoury 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 and Savoury Snacks by Category: Volume 2010-2015

Table 2 Sales of Sweet and Savoury Snacks by Category: Value 2010-2015

Table 3 Sales of Sweet and Savoury Snacks by Category: % Volume Growth 2010-2015

Table 4 Sales of Sweet and Savoury Snacks by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Sweet and Savoury Snacks: % Value 2011-2015

Table 6 LBN Brand Shares of Sweet and Savoury Snacks: % Value 2012-2015

Table 7 Distribution of Sweet and Savoury Snacks by Format: % Value 2010-2015

Table 8 Forecast Sales of Sweet and Savoury Snacks by Category: Volume 2015-2020

Table 9 Forecast Sales of Sweet and Savoury Snacks by Category: Value 2015-2020

Table 10 Forecast Sales of Sweet and Savoury Snacks by Category: % Volume Growth 2015-2020

Table 11 Forecast Sales of Sweet and Savoury Snacks by Category: % Value Growth 2015-2020

Summary 1 Other Sweet and Savoury Snacks: Product Types
Grupo Bimbo Sab De Cv in Packaged Food (mexico)

Strategic Direction

Key Facts

Summary 2 Grupo Bimbo SAB de CV: Key Facts

Summary 3 Grupo Bimbo SAB de CV: Operational Indicators

Competitive Positioning

Summary 4 Grupo Bimbo SAB de CV: Competitive Position 2015

Executive Summary

Despite Economic Challenges Packaged Food Recovers

the Economy and Health Campaigns Shape Consumer Purchases

Packaged Food in Mexico Continues To Be Headed by Domestic Players

Convenience Stores and Discounters Expand the Modern Grocery Channel

Economic and Sociodemographic Changes Favour Packaged Food

Key Trends and Developments

Economic Uncertainty and Taxes Shape Consumers' Shopping Habits in 2015

Packaged Food Manufacturers React To Tax Increases by Offering Smaller Formats

Consumers Look for Smart Substitutes in Snacks and Breakfast Food

Prepared Salads and Extra-fast Meals Gain Momentum

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 16 Sales of Packaged Food by Category: Volume 2010-2015

Table 17 Sales of Packaged Food by Category: Value 2010-2015

Table 18 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 19 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 20 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 21 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 22 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 23 Penetration of Private Label by Category: % Value 2010-2015

Table 24 Distribution of Packaged Food by Format: % Value 2010-2015

Table 25 Distribution of Packaged Food by Format and Category: % Value 2015

Table 26 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 27 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 28 Forecast Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 29 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 5 Research Sources

I would like to order

Product name: Sweet and Savoury Snacks in Mexico

Product link: <https://marketpublishers.com/r/S71222FB79FEN.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/S71222FB79FEN.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