

Yoghurt and Sour Milk Products in Iran

<https://marketpublishers.com/r/YEED7AAEDD3EN.html>

Date: September 2016

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: YEED7AAEDD3EN

Abstracts

In 2016 retail volume sales of sour milk products (doogh) declined by 1%, continuing the trend of last three years of the review period and demonstrating that the category has reached its maximum potential. Plain yoghurt, however, grew by 1% in retail volume terms, an improvement over the negative retail volume CAGR of 3% recorded over the review period. This is due to the introduction of more sophisticated products with health and wellness added value, which stimulated growth in 2016. The...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Yoghurt and Sour Milk Products 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 Yoghurt and Sour Milk Products by Category: Volume 2011-2016

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2011-2016

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2011-2016

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2011-2016

Table 5 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2012-2016

Table 6 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2013-2016

Table 7 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2011-2016

Table 8 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2016-2021

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2016-2021

Table 10 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2016-2021

Table 11 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2016-2021

Kalleh Dairy Co in Packaged Food (iran)

Strategic Direction

Key Facts

Summary 1 Kalleh Dairy Co: Key Facts

Competitive Positioning

Summary 2 Kalleh Dairy Co: Competitive Position 2016

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

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2016-2021

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2016-2021

Market Data

Table 16 Sales of Packaged Food by Category: Volume 2011-2016

Table 17 Sales of Packaged Food by Category: Value 2011-2016

Table 18 Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 19 Sales of Packaged Food by Category: % Value Growth 2011-2016

Table 20 GBO Company Shares of Packaged Food: % Value 2012-2016

Table 21 NBO Company Shares of Packaged Food: % Value 2012-2016

Table 22 LBN Brand Shares of Packaged Food: % Value 2013-2016

Table 23 Distribution of Packaged Food by Format: % Value 2011-2016

Table 24 Distribution of Packaged Food by Format and Category: % Value 2016

Table 25 Forecast Sales of Packaged Food by Category: Volume 2016-2021

Table 26 Forecast Sales of Packaged Food by Category: Value 2016-2021

Table 27 Forecast Sales of Packaged Food by Category: % Volume Growth 2016-2021

Table 28 Forecast Sales of Packaged Food by Category: % Value Growth 2016-2021

Definitions

Sources

Summary 3 Research Sources

I would like to order

Product name: Yoghurt and Sour Milk Products in Iran

Product link: <https://marketpublishers.com/r/YEED7AAEDD3EN.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/YEED7AAEDD3EN.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