

Yoghurt in Italy

<https://marketpublishers.com/r/YAAF13821DBEN.html>

Date: October 2010

Pages: 62

Price: US\$ 990.00 (Single User License)

ID: YAAF13821DBEN

Abstracts

Sales of yoghurt continued to be supported by the rising demand for healthy products in 2010. Ever more conscious about their wellness, Italian consumers are increasingly looking for fast food solutions that can offer a high degree of healthy properties. Health and wellness are the driving words within the category, representing a high segmentation of consumer demand as well as an urge towards innovation for manufacturers.

Euromonitor International's Yoghurt in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Chocolate-based Flavoured Powder Drinks, Dairy Only Flavoured Milk Drinks, Dairy-based Desserts, Drinking Yoghurt, Flavoured Fromage Frais and Quark, Flavoured Milk Drinks with Fruit Juice, Flavoured, Functional Condensed Milk, Fresh/Pasteurised Milk, Goat Milk, Hard Cheese, Long-Life/UHT Milk, Malt-based Hot Drinks, Non-Chocolate-based Flavoured Powder Drinks, Plain Condensed/Evaporated Milk, Plain Fromage Frais and Quark, Savoury Fromage Frais and Quark, Soft Cheese, Soy Drinks, Soy Milk, Soy-based Desserts, Spoonable Yoghurt, Spreadable Processed Cheese, Spreadable Unprocessed Cheese, Unspreadable Processed Cheese.

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 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Yoghurt in Italy
Euromonitor International
October 2010

LIST OF CONTENTS AND TABLES

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Yoghurt by Category: Volume 2005-2010

Table 2 Sales of Yoghurt by Category: Value 2005-2010

Table 3 Sales of Yoghurt by Category: % Volume Growth 2005-2010

Table 4 Sales of Yoghurt by Category: % Value Growth 2005-2010

Table 5 Soy-based vs Dairy-based Yoghurt % Breakdown 2010

Table 6 Leading Flavours for Flavoured Spoonable Yoghurt 2005-2010

Table 7 Leading Flavours for Fruited Spoonable Yoghurt 2005-2010

Table 8 Yoghurt Company Shares 2005-2009

Table 9 Yoghurt Brand Shares 2006-2009

Table 10 Forecast Sales of Yoghurt by Category: Volume 2010-2015

Table 11 Forecast Sales of Yoghurt by Category: Value 2010-2015

Table 12 Forecast Sales of Yoghurt by Category: % Volume Growth 2010-2015

Table 13 Forecast Sales of Yoghurt by Category: % Value Growth 2010-2015

Granarolo SpA - Packaged Food - Italy

Strategic Direction

Key Facts

Summary 1 Granarolo SpA: Key Facts

Summary 2 Granarolo SpA: Operational Indicators

Company Background

Production

Summary 3 Granarolo SpA: Production Statistics 2010

Competitive Positioning

Summary 4 Granarolo SpA: Competitive Position 2009

Nestlé Italiana SpA - Packaged Food - Italy

Strategic Direction

Key Facts

Summary 5 Nestlé Italiana SpA: Key Facts	
Summary 6 Nestlé Italiana SpA: Operational Indicators	
Company Background	
Production	
Summary 7 Nestlé Italiana SpA: Production Statistics 2009	
Competitive Positioning	
Summary 8 Nestlé Italiana SpA: Competitive Position 2009	
Unilever Italia SpA - Packaged Food - Italy	
Strategic Direction	
Key Facts	
Summary 9 Unilever Italia SpA: Key Facts	
Summary 10 Unilever Italia SpA: Operational Indicators	
Company Background	
Production	
Competitive Positioning	
Summary 11 Unilever Italia SpA: Competitive Position 2009	
Executive Summary	
Good Performance Despite Economic Difficulties in 2010	
Consumers' Changing Purchasing Patterns	
Private Label Continues To Grow	
Convenience and Promotions Boost Supermarket/hypermarket Sales	
Further Growth Predicted Over the Forecast Period	
Key Trends and Developments	
Poor Economy Polarises Consumer Preferences	
Increasing Private Label Popularity	
Looking for Healthy Products	
Increasing Environmental Concerns Benefit Organic Products	
the Potential of Online Media	
Market Data	
Table 14 Sales of Packaged Food by Category: Volume 2005-2010	
Table 15 Sales of Packaged Food by Category: Value 2005-2010	
Table 16 Sales of Packaged Food by Category: % Volume Growth 2005-2010	
Table 17 Sales of Packaged Food by Category: % Value Growth 2005-2010	
Table 18 GBO Shares of Packaged Food 2005-2009	
Table 19 NBO Shares of Packaged Food 2005-2009	
Table 20 NBO Brand Shares of Packaged Food 2006-2009	
Table 21 Penetration of Private Label by Category 2005-2009	
Table 22 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010	
Table 23 Sales of Packaged Food by Category and Distribution Format: % Analysis	

2010

Table 24 Forecast Sales of Packaged Food by Category: Volume 2010-2015

Table 25 Forecast Sales of Packaged Food by Category: Value 2010-2015

Table 26 Forecast Sales of Packaged Food by Category: % Volume Growth

2010-2015

Table 27 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015

Foodservice - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 28 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 29 Foodservice Sales of Packaged Food by Category: % Volume Growth

2005-2010

Table 30 Forecast Foodservice Sales of Packaged Food by Category: Volume
2010-2015

Table 31 Forecast Foodservice Sales of Packaged Food by Category: % Volume
Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 32 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 33 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 34 Sales of Impulse and Indulgence Products by Category: % Volume Growth
2005-2010

Table 35 Sales of Impulse and Indulgence Products by Category: % Value Growth
2005-2010

Table 36 Company Shares of Impulse and Indulgence Products 2005-2009

Table 37 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 38 Forecast Sales of Impulse and Indulgence Products by Category: Volume
2010-2015

Table 40 Forecast Sales of Impulse and Indulgence Products by Category: % Volume
Growth 2010-2015

Table 41 Forecast Sales of Impulse and Indulgence Products by Category: % Value
Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 42 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 43 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 44 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 45 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 46 Company Shares of Nutrition/Staples 2005-2009

Table 47 Brand Shares of Nutrition/Staples 2006-2009

Table 48 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 49 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 50 Forecast Sales of Nutrition/Staples by Category: % Volume Growth
2010-2015

Table 51 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015

Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 52 Sales of Meal Solutions by Category: Volume 2005-2010

Table 53 Sales of Meal Solutions by Category: Value 2005-2010

Table 54 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 55 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 56 Company Shares of Meal Solutions 2005-2009

Table 57 Brand Shares of Meal Solutions 2006-2009

Table 58 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 59 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 60 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 61 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 12 Research Sources

I would like to order

Product name: Yoghurt in Italy

Product link: <https://marketpublishers.com/r/YAAF13821DBEN.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/YAAF13821DBEN.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