

Breakfast cereals Scandinavia

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Abstracts

The Breakfast cereals Scandinavia

Market demand for years 2012, 2016, 2017 and forecasts for years 2018, 2019 and 2020. Company market shares and brands for 2018 and continuously updated.

COVERAGE

1 Individual Product Market in each country covered: .

Breakfast Cereals

Country markets: Denmark,Finland,Norway,Sweden

4 Product and Country Markets - being 1 Single Product Markets (Market Groups not counted)

times 4 countries.

DESCRIPTION

A complete quantitative, hard data demand and supply analysis of final human consumption in the country and product markets covered. All product markets are carefully defined so as to be comparable across all countries.

28 Ultimate Holding Companies are cited in this report together with their market shares; additionally, own-label share of the market is also quoted. The market share represented by the leading companies in this report (up to 10) is 0%.

Based on FFT's international food and drink markets database, now in its 23rd year, the report includes (see detailed Table of Contents for more):

Separate Foodservice and Retail Market data are given by volume and value, and by product and country, hence providing complete coverage of the final human consumption

Up to the Top-10 holding companies by market share by product, country and region

Up to Top-100 holding companies listing by overall market share in the present markets

Own label, branded, unbranded and artisanal market shares

A unique strategic vision of the market in Austria is presented, in particular identifying the numerous companies present together with their market shares and major brands by country and product. Standard data tables for each product provide a panorama of companies' strengths and presence.

WHY YOU SHOULD BUY THIS REPORT

This report entails a fully up-to-date mapping of the market providing valuable support to strategic marketing decisions, in particular regarding:

Strategic Planning

Marketing & Sales

Mergers and Acquisitions

Market Opportunities & Risks

Companies Strengths & Weaknesses

FOR EACH AND EVERY PRODUCT COVERED IN EACH COUNTRY

Retail, Foodservice and Total Historical and Forecast Demand - by volume and by value for 2012, 2016 and 2017, as well as forecasts for 2018, 2019 and 2020

Historical Trend - % growth by volume and value for 2012 - 2017.

Forecast Growth - % growth by volume and value for 2018 - 2020

Supply structure in each product and in each country in 2018: producer shares, own label share, branded share, unbranded share and artisanal share (own made for own sale, e.g. independent bakers).

Major brands listed by country, product, holding or independent companies and

subsidiaries.

Company Profiles. All holding companies identified are listed alphabetically with their key subsidiaries by country, detailing the product markets in which the latest market shares have been identified. The overall share in the market covered is provided. The estimated percent contribution of each product to final (retail + foodservice) sales is also provided.

PRESENTATION

Estimated 15 pages.

The report is produced at time of order from the updated database, and consists essentially of hard data provided in the form of flow charts and data tables.

The standard PDF report delivered by e-mail can be printed and then photocopied recto-verso, and is designed to then drop into a 4-ring folder as a complete report, including cover, table of contents, etc. Electronic Excel file can be provided by FFT on request.

MATCHING REPORTS

Any combination of countries, products and demand and supply data possible.

Almost 150 products and product categories covered in each of these countries:

Europe, including Eastern Europe, 22 countries covered.

North America: Canada, Mexico, USA.

Other emerging markets: Brazil, India, Turkey, Russia, China

Contents

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Product coverage and definition

Breakfast cereals (2.2) - Ready to eat breakfast cereals, hot eating cereals, and light cereal bars.

Country coverage : Denmark,Finland,Norway,Sweden

For each of the products covered (listed above) and in each of the countries covered (listed above), as well as for the aggregate data for the entire market covered, the following information is provided:

Flowchart of Major Suppliers, Demand and Distribution Channels

DEMAND DATA

Historical Demand in 2012, 2016, 2017 (in volume)

Historical Demand in 2012, 2016, 2017 (in value)

Forecast Demand 2018, 2019 & 2020 (in volume)

Forecast Demand 2018, 2019 & 2020 (in value)

Historical 5-year growth rates 2012 - 2017 (in volume)

Historical 5-year growth rates, 2012 - 2017 (in value)

Breakdown between Foodservice and Retail Market in 2017 (in volume)

Breakdown between Foodservice and Retail Market in 2017 (in value)

Per capita consumption in retail, foodservice and total market, 2017 (in volume)

Per capita expenditure in retail, foodservice and total market, 2017 (in value)

Strategic Assessment: percentage represented by the country product market from the regional product market (North America, Western Europe or Central Europe). Does not apply to Brazil, India, Russia, China and Turkey.

SUPPLY DATA

Definition: 2018 Company Market Shares given for the Total Market (retail, foodservice and artisanal).

Updating: underlying food and drink database updated regularly, including for Mergers & Acquisitions

Supplier market shares (usually up to 10 shares cited by product and in each country)

Who Owns Whom: Key Local Subsidiaries of each Ultimate Holding Company

Distribution Channels % Shares: Branded, Unbranded, Own (Private) Label and Artisanal (own-produced for own sale, e.g. bakers)

Major Brands for the suppliers cited

SUPPLEMENTARY ANALYSIS

Especially important where FFT has identified more than 10 holding companies
Company Market Shares and Rankings within the aggregate market covered by the
report

List of all Holding Companies identified for this market covered

Who Owns Whom: All Key Local Subsidiaries identified

Major Brands by Holding Company and Key Subsidiary

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