

Europe Ready to Drink Shakes Market (2018 - 2024)

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Abstracts

The Europe Ready to Drink Shakes Market would witness market growth of 5.0% CAGR during the forecast period (2018 – 2024).

Rising consumer awareness about healthy living lifestyles is impacting the market growth. Therefore, consumers are spending a significant portion of their disposable income on health and wellness. Also, major companies are increasing their investments in developing new sales channels for creating a different consumer base. France has witnessed increasing demand for RTD shakes due to their growing accessibility and ease of consumption. Due to rising Internet users, easy of accessibility, busy lifestyle and availability of alternatives, online distribution channels will experience important development over the forecast period. In addition, product discounts and offers will boost online sales in the coming years.

Based on Packaging type, the market is segmented into Bottles, Cans, and Tetra Packs. Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Convenience Stores, and Online. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Abbott Laboratories, Kellogg Company, The Coca Cola Company, PepsiCo, Inc., Nestle S.A., Hormel Foods Corporation, Danone S.A., Campbell Soup Company, KeHE Distributors, LLC, and Huel GmbH.

Scope of the Study

Market Segmentation:

By Packaging type

Bottles

Cans

Tetra Packs

By Distribution channel

Supermarkets & Hypermarkets

Convenience Stores

Online

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Abbott Laboratories

Kellogg Company

The Coca Cola Company

PepsiCo, Inc.

Nestle S.A.

Hormel Foods Corporation

Danone S.A.

Campbell Soup Company

KeHE Distributors, LLC

Huel GmbH

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Europe Ready to Drink Shakes Market, by Packaging type
 - 1.4.2 Europe Ready to Drink Shakes Market, by Distribution channel
 - 1.4.3 Europe Ready to Drink Shakes Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
 - 2.1.4 Players Outlook for the Market
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. MARKET ANALYSIS

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches
 - 3.2.3 Mergers, Expansions & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
 - 3.3.2 Key Strategic Move: Leading Players

CHAPTER 4. EUROPE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE

- 4.1 Introduction

- 4.1.1 Europe Ready to Drink Shakes Bottles Market by Country
 - 4.1.1.1 Overview
 - 4.1.1.2 Market scenario and forecast
- 4.1.2 Europe Ready to Drink Shakes Cans Market by Country
 - 4.1.2.1 Overview
 - 4.1.2.2 Market scenario and forecast
- 4.1.3 Europe Ready to Drink Shakes Tetra Packs Market by Country
 - 4.1.3.1 Overview
 - 4.1.3.2 Market scenario and forecast

CHAPTER 5. EUROPE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL

- 5.1 Introduction
 - 5.1.1 Europe Ready to Drink Shakes Supermarkets & Hypermarkets Market by Country
 - 5.1.1.1 Overview
 - 5.1.1.2 Market scenario and forecast
 - 5.1.2 Europe Ready to Drink Shakes Convenience Stores Market by Country
 - 5.1.2.1 Overview
 - 5.1.2.2 Market scenario and forecast
 - 5.1.3 Europe Online Distribution Channel Ready to Drink Shakes Market by Country
 - 5.1.3.1 Overview
 - 5.1.3.2 Market scenario and forecast

CHAPTER 6. EUROPE READY TO DRINK SHAKES MARKET BY COUNTRY

- 6.1 Introduction
 - 6.1.1 Overview
 - 6.1.2 Market scenario and forecast
- 6.2 Germany Ready to Drink Shakes Market
 - 6.2.1 Overview
 - 6.2.2 Market scenario and forecast
 - 6.2.3 Germany Ready to Drink Shakes Market by Packaging Type
 - 6.2.4 Germany Ready to Drink Shakes Market by Distribution Channel
- 6.3 UK Ready to Drink Shakes Market
 - 6.3.1 Overview
 - 6.3.2 Market scenario and forecast
 - 6.3.3 UK Ready to Drink Shakes Market by Packaging Type

- 6.3.4 UK Ready to Drink Shakes Market by Distribution Channel
- 6.4 France Ready to Drink Shakes Market
 - 6.4.1 Overview
 - 6.4.2 Market scenario and forecast
 - 6.4.3 France Ready to Drink Shakes Market by Packaging Type
 - 6.4.4 France Ready to Drink Shakes Market by Distribution Channel
- 6.5 Russia Ready to Drink Shakes Market
 - 6.5.1 Market scenario and forecast
 - 6.5.2 Russia Ready to Drink Shakes Market by Packaging Type
 - 6.5.3 Russia Ready to Drink Shakes Market by Distribution Channel
- 6.6 Spain Ready to Drink Shakes Market
 - 6.6.1 Overview
 - 6.6.2 Market scenario and forecast
 - 6.6.3 Spain Ready to Drink Shakes Market by Packaging Type
 - 6.6.4 Spain Ready to Drink Shakes Market by Distribution Channel
- 6.7 Italy Ready to Drink Shakes Market
 - 6.7.1 Overview
 - 6.7.2 Market scenario and forecast
 - 6.7.3 Italy Ready to Drink Shakes Market by Packaging Type
 - 6.7.4 Italy Ready to Drink Shakes Market by Distribution Channel
- 6.8 Rest of Europe Ready to Drink Shakes Market
 - 6.8.1 Market scenario and forecast
 - 6.8.2 Rest of Europe Ready to Drink Shakes Market by Packaging Type
 - 6.8.3 Rest of Europe Ready to Drink Shakes Market by Distribution Channel

CHAPTER 7. COMPANY PROFILES

- 7.1 Abbott Laboratories
 - 7.1.1 Company Overview
 - 7.1.2 Financial Analysis
 - 7.1.3 Segmental and Regional Analysis
 - 7.1.4 Research & Development Expense
 - 7.1.5 Recent strategies and developments:
 - 7.1.5.1 Product launch:
- 7.2 Kellogg Company
 - 7.2.1 Company Overview
 - 7.2.2 Financial Analysis
 - 7.2.3 Segmental and Regional Analysis
 - 7.2.4 Research & Development Expense

7.2.5 Recent strategies and developments:

7.2.5.1 Collaborations, partnerships and agreements:

7.2.5.2 Acquisitions and mergers:

7.2.6 SWOT Analysis

7.3 The Coca-Cola Company

7.3.1 Company Overview

7.3.2 Financial Analysis

7.3.3 Segmental and Regional Analysis

7.3.4 Recent strategies and developments:

7.3.4.1 Collaborations, partnerships and agreements:

7.3.4.2 Product launch:

7.3.4.3 Acquisitions and mergers:

7.3.5 SWOT Analysis:

7.4 PepsiCo Inc.

7.4.1 Company Overview

7.4.2 Financial Analysis

7.4.3 Regional Analysis

7.4.4 Research & Development Expense

7.4.5 Recent strategies and developments:

7.4.5.1 Collaborations, partnerships and agreements:

7.4.5.2 Product launch:

7.4.5.3 Acquisitions and mergers:

7.4.6 SWOT Analysis

7.5 Nestle S.A.

7.5.1 Company Overview

7.5.2 Financial Analysis

7.5.3 Segmental and Regional Analysis

7.5.4 Research & Development Expense

7.5.5 Recent strategies and developments:

7.5.5.1 Product launch:

7.5.5.2 Expansion:

7.6 Hormel Foods Corporation

7.6.1 Company Overview

7.6.2 Financial Analysis

7.6.3 Segmental Analysis

7.6.4 Research & Development Expense

7.6.5 Recent strategies and developments:

7.6.5.1 Collaborations, partnerships and agreements:

7.6.5.2 Product launch:

7.7 Danone SA.

7.7.1 Company Overview

7.7.2 Financial Analysis

7.7.3 Segmental and Regional Analysis

7.7.4 Recent strategies and developments:

7.7.4.1 Collaborations, partnerships and agreements:

7.7.4.2 Product launch:

7.7.4.3 Acquisitions and mergers:

7.8 Campbell Soup Company (Wm. Bolthouse Farms, Inc.)

7.8.1 Company Overview

7.8.2 Financial Analysis

7.8.3 Segmental and Regional Analysis

7.8.4 Research & Development Expense

7.8.5 Recent strategies and developments:

7.8.5.1 Product launch:

7.8.6 SWOT Analysis

7.9 KeHE Distributors, LLC (Nature's Best Inc.)

7.9.1 Company Overview

7.9.2 Recent strategies and developments:

7.9.2.1 Collaborations, partnerships and agreements:

7.1 Huel GmbH

7.10.1 Company Overview

7.10.2 Recent strategies and developments:

7.10.2.1 Product launch:

List Of Tables

LIST OF TABLES

TABLE 1 EUROPE READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 2 EUROPE READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– READY TO DRINK SHAKES MARKET

TABLE 4 PRODUCT LAUNCHES – READY TO DRINK SHAKES MARKET

TABLE 5 MERGERS, EXPANSIONS & ACQUISITIONS – READY TO DRINK SHAKES MARKET

TABLE 6 EUROPE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 7 EUROPE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 8 EUROPE READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 9 EUROPE READY TO DRINK SHAKES BOTTLES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 10 EUROPE READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 11 EUROPE READY TO DRINK SHAKES CANS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 12 EUROPE READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 13 EUROPE READY TO DRINK SHAKES TETRA PACKS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 14 EUROPE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 15 EUROPE READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 16 EUROPE READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 17 EUROPE READY TO DRINK SHAKES SUPERMARKETS & HYPERMARKETS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 18 EUROPE READY TO DRINK SHAKES CONVENIENCE STORES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 19 EUROPE READY TO DRINK SHAKES CONVENIENCE STORES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 20 EUROPE ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 21 EUROPE ONLINE DISTRIBUTION CHANNEL READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 22 EUROPE READY TO DRINK SHAKES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 23 EUROPE READY TO DRINK SHAKES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 24 GERMANY READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 25 GERMANY READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 26 GERMANY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 27 GERMANY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 28 GERMANY READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 29 GERMANY READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 30 UK READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 31 UK READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 32 UK READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 33 UK READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 34 UK READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 35 UK READY TO DRINK SHAKES MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 36 FRANCE READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 37 FRANCE READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 38 FRANCE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 39 FRANCE READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 40 FRANCE READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2014 - 2017, USD MILLION

TABLE 41 FRANCE READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2018 - 2024, USD MILLION

TABLE 42 RUSSIA READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 43 RUSSIA READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 44 RUSSIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2014 - 2017, USD MILLION

TABLE 45 RUSSIA READY TO DRINK SHAKES MARKET BY PACKAGING TYPE,
2018 - 2024, USD MILLION

TABLE 46 RUSSIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2014 - 2017, USD MILLION

TABLE 47 RUSSIA READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2018 - 2024, USD MILLION

TABLE 48 SPAIN READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 49 SPAIN READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 50 SPAIN READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014
- 2017, USD MILLION

TABLE 51 SPAIN READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018
- 2024, USD MILLION

TABLE 52 SPAIN READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2014 - 2017, USD MILLION

TABLE 53 SPAIN READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2018 - 2024, USD MILLION

TABLE 54 ITALY READY TO DRINK SHAKES MARKET, 2014 - 2017, USD MILLION

TABLE 55 ITALY READY TO DRINK SHAKES MARKET, 2018 - 2024, USD MILLION

TABLE 56 ITALY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2014
- 2017, USD MILLION

TABLE 57 ITALY READY TO DRINK SHAKES MARKET BY PACKAGING TYPE, 2018
- 2024, USD MILLION

TABLE 58 ITALY READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2014 - 2017, USD MILLION

TABLE 59 ITALY READY TO DRINK SHAKES MARKET BY DISTRIBUTION

CHANNEL, 2018 - 2024, USD MILLION

TABLE 60 REST OF EUROPE READY TO DRINK SHAKES MARKET, 2014 - 2017,
USD MILLION

TABLE 61 REST OF EUROPE READY TO DRINK SHAKES MARKET, 2018 - 2024,
USD MILLION

TABLE 62 REST OF EUROPE READY TO DRINK SHAKES MARKET BY
PACKAGING TYPE, 2014 - 2017, USD MILLION

TABLE 63 REST OF EUROPE READY TO DRINK SHAKES MARKET BY
PACKAGING TYPE, 2018 - 2024, USD MILLION

TABLE 64 REST OF EUROPE READY TO DRINK SHAKES MARKET BY
DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

TABLE 65 REST OF EUROPE READY TO DRINK SHAKES MARKET BY
DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

TABLE 66 KEY INFORMATION – ABBOTT LABORATORIES

TABLE 67 KEY INFORMATION –KELLOGG COMPANY

TABLE 68 KEY INFORMATION – THE COCA-COLA COMPANY

TABLE 69 KEY INFORMATION - PEPSICO INC.

TABLE 70 KEY INFORMATION – NESTLE S.A.

TABLE 71 KEY INFORMATION –HORMEL FOODS CORPORATION

TABLE 72 KEY INFORMATION – DANONE S.A.

TABLE 73 KEY INFORMATION – CAMPBELL SOUP COMPANY

TABLE 74 KEY INFORMATION –KEHE DISTRIBUTORS, LLC

TABLE 75 KEY INFORMATION – HUEL GMBH

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: LEADING PLAYERS

FIG 5 SWOT ANALYSIS: KELLOGG COMPANY

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: THE COCA COLA COMPANY

FIG 7 SWOT ANALYSIS: THE COCA COLA COMPANY

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: PEPSICO INC.

FIG 9 SWOT ANALYSIS: PEPSICO INC.

FIG 10 RECENT STRATEGIES AND DEVELOPMENTS: NESTLE S.A.

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: HORMEL FOODS
CORPORATION

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: DANONE S.A.

FIG 13 SWOT ANALYSIS: CAMPBELL SOUP COMPANY

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