

Global Gum and Cereal Bars Confectionery Industry 2013-2018: Trend, Profit, and Forecast Analysis, February 2013

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Abstracts

The global gum and cereal bars confectionery industry experienced good growth during 2007- 2012; however, over 2013-2018, growth is expected to be moderate driven by introduction of new products to boost industry profitability and impressive marketing strategies. The industry is forecast to reach \$31.9 billion by 2018 at a CAGR of 4.3% through 2018. Industry competition is high with numerous players in the market.

Lucintel, a leading global management consulting and market research firm, has analyzed the global gum and cereal bars confectionery industry and offers its findings in its comprehensive research report, "Global Gum and Cereal Bars Confectionery Industry 2013-2018: Trend, Profit, and Forecast Analysis."

This report is geographically segmented into four regions: North America, Europe, Asia Pacific (APAC), and the Rest of World. Europe dominates the industry, but APAC is forecast to grow at the highest rate over 2013-2018.

Lucintel has identified that high pressure on cost reduction and product pricing, health and wellness concern of consumers and industry regulation are some of the major growth challenges. Rising disposable income, indulgence foods, growing populations, and consumer spending are the drivers providing the industry with competitive advantage.

This market report is an indispensable reference guide for materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market. To make business, investment, and strategic decisions, you need timely, useful information and these market reports fulfill these core needs. This Lucintel research

report covers recent industry scope, global macroeconomic overview, relative market attractiveness by region, annual industry trend, emerging trends, industry forecasts, Porter's Five Forces Analysis, product launches, and mergers and acquisitions that determine regional and segment opportunities, competitive landscape, and profitability trend and analysis of the major industry players. The key insights sections portray beneficial information on an industry segment's growth and regional growth trends.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global gum and cereal bars confectionery industry analysis. In a fast-paced everchanging world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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