

Bakery and Cereals in Italy

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Abstracts

Bakery and Cereals in Italy

Summary

Bakery & Cereals in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The bakery & cereals market consists of retail sales of baking ingredients, baking mixes, bread & rolls, breakfast cereals, cakes, pastries & sweet pies, cereal bars, cookies (sweet biscuits), dough products, energy bars, morning goods and savory biscuits. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Italian bakery & cereals market had total revenues of \$24.0bn in 2019, representing a compound annual growth rate (CAGR) of 2.3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.6% between 2015 and 2019, to reach a total of 4,833.5 million kilograms in 2019.

Unstable economic conditions during the review period impacted the growth of this market.

Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the bakery & cereals market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the bakery & cereals market in Italy

Leading company profiles reveal details of key bakery & cereals market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy bakery & cereals market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Italy bakery & cereals market by value in 2019?

What will be the size of the Italy bakery & cereals market in 2024?

What factors are affecting the strength of competition in the Italy bakery & cereals market?

How has the market performed over the last five years?

How large is Italy's bakery & cereals market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Italian bakery & cereals market?
- 7.3. Which companies have been most successful in increasing their market shares in the last five years?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Barilla Holding SpA
- 8.2. Bauli SpA
- 8.3. Kellogg Co

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Italy bakery & cereals market value: \$ million, 2015-19
Table 2: Italy bakery & cereals market volume: million kilograms, 2015-19
Table 3: Italy bakery & cereals market category segmentation: \$ million, 2019
Table 4: Italy bakery & cereals market geography segmentation: \$ million, 2019
Table 5: Italy bakery & cereals market distribution: % share, by value, 2019
Table 6: Italy bakery & cereals market value forecast: \$ million, 2019-24
Table 7: Italy bakery & cereals market volume forecast: million kilograms, 2019-24
Table 8: Italy bakery & cereals market share: % share, by value, 2019
Table 9: Barilla Holding SpA: key facts
Table 10: Barilla Holding SpA: Key Employees
Table 11: Bauli SpA: key facts
Table 12: Kellogg Co: key facts
Table 13: Kellogg Co: Key Employees
Table 14: Kellogg Co: Key Employees Continued
Table 15: Italy size of population (million), 2015-19
Table 16: Italy gdp (constant 2005 prices, \$ billion), 2015-19
Table 17: Italy gdp (current prices, \$ billion), 2015-19
Table 18: Italy inflation, 2015-19
Table 19: Italy consumer price index (absolute), 2015-19
Table 20: Italy exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Italy bakery & cereals market value: \$ million, 2015-19

Figure 2: Italy bakery & cereals market volume: million kilograms, 2015-19

Figure 3: Italy bakery & cereals market category segmentation: % share, by value, 2019

Figure 4: Italy bakery & cereals market geography segmentation: % share, by value, 2019

Figure 5: Italy bakery & cereals market distribution: % share, by value, 2019

Figure 6: Italy bakery & cereals market value forecast: \$ million, 2019-24

Figure 7: Italy bakery & cereals market volume forecast: million kilograms, 2019-24

Figure 8: Forces driving competition in the bakery & cereals market in Italy, 2019

Figure 9: Drivers of buyer power in the bakery & cereals market in Italy, 2019

Figure 10: Drivers of supplier power in the bakery & cereals market in Italy, 2019

Figure 11: Factors influencing the likelihood of new entrants in the bakery & cereals market in Italy, 2019

Figure 12: Factors influencing the threat of substitutes in the bakery & cereals market in Italy, 2019

Figure 13: Drivers of degree of rivalry in the bakery & cereals market in Italy, 2019

Figure 14: Italy bakery & cereals market share: % share, by value, 2019

COMPANIES MENTIONED

Barilla Holding SpA

Bauli SpA

Kellogg Co

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