

# Global Pretzel Sales Market Report 2016

<https://marketpublishers.com/r/G0F7A1420E6EN.html>

Date: November 2016

Pages: 106

Price: US\$ 4,000.00 (Single User License)

ID: G0F7A1420E6EN

## Abstracts

### Notes:

Sales, means the sales volume of Pretzel

Revenue, means the sales value of Pretzel

This report studies sales (consumption) of Pretzel in Global market, especially in United States, China, Europe, Japan, focuses on top players in these regions/countries, with sales, price, revenue and market share for each player in these regions, covering

ConAgra Foods

Frito-Lay

Snyder's-Lance

Mars

Auntie Anne's

Boulder Brands

Herr Foods

Intersnack

J & J Snacks

Mr. Pretzel

Market Segment by Regions, this report splits Global into several key Regions, with sales (consumption), revenue, market share and growth rate of Pretzel in these regions, from 2011 to 2021 (forecast), like

United States

China

Europe

Japan

Split by product Types, with sales, revenue, price and gross margin, market share and growth rate of each type, can be divided into

Soft Pretzels

Hard pretzels

Type III

Split by applications, this report focuses on sales, market share and growth rate of Pretzel in each application, can be divided into

Application 1

Application 2

Application 3

## Contents

### Global Pretzel Sales Market Report 2016

#### **1 PRETZEL OVERVIEW**

- 1.1 Product Overview and Scope of Pretzel
- 1.2 Classification of Pretzel
  - 1.2.1 Soft Pretzels
  - 1.2.2 Hard pretzels
  - 1.2.3 Type III
- 1.3 Application of Pretzel
  - 1.3.1 Application
  - 1.3.2 Application
  - 1.3.3 Application
- 1.4 Pretzel Market by Regions
  - 1.4.1 United States Status and Prospect (2011-2021)
  - 1.4.2 China Status and Prospect (2011-2021)
  - 1.4.3 Europe Status and Prospect (2011-2021)
  - 1.4.4 Japan Status and Prospect (2011-2021)
- 1.5 Global Market Size (Value and Volume) of Pretzel (2011-2021)
  - 1.5.1 Global Pretzel Sales and Growth Rate (2011-2021)
  - 1.5.2 Global Pretzel Revenue and Growth Rate (2011-2021)

#### **2 GLOBAL PRETZEL COMPETITION BY MANUFACTURERS, TYPE AND APPLICATION**

- 2.1 Global Pretzel Market Competition by Manufacturers
  - 2.1.1 Global Pretzel Sales and Market Share of Key Manufacturers (2011-2016)
  - 2.1.2 Global Pretzel Revenue and Share by Manufacturers (2011-2016)
- 2.2 Global Pretzel (Volume and Value) by Type
  - 2.2.1 Global Pretzel Sales and Market Share by Type (2011-2016)
  - 2.2.2 Global Pretzel Revenue and Market Share by Type (2011-2016)
- 2.3 Global Pretzel (Volume and Value) by Regions
  - 2.3.1 Global Pretzel Sales and Market Share by Regions (2011-2016)
  - 2.3.2 Global Pretzel Revenue and Market Share by Regions (2011-2016)
- 2.4 Global Pretzel (Volume) by Application

#### **3 UNITED STATES PRETZEL (VOLUME, VALUE AND SALES PRICE)**

- 3.1 United States Pretzel Sales and Value (2011-2016)
  - 3.1.1 United States Pretzel Sales and Growth Rate (2011-2016)
  - 3.1.2 United States Pretzel Revenue and Growth Rate (2011-2016)
  - 3.1.3 United States Pretzel Sales Price Trend (2011-2016)
- 3.2 United States Pretzel Sales and Market Share by Manufacturers
- 3.3 United States Pretzel Sales and Market Share by Type
- 3.4 United States Pretzel Sales and Market Share by Application

#### **4 CHINA PRETZEL (VOLUME, VALUE AND SALES PRICE)**

- 4.1 China Pretzel Sales and Value (2011-2016)
  - 4.1.1 China Pretzel Sales and Growth Rate (2011-2016)
  - 4.1.2 China Pretzel Revenue and Growth Rate (2011-2016)
  - 4.1.3 China Pretzel Sales Price Trend (2011-2016)
- 4.2 China Pretzel Sales and Market Share by Manufacturers
- 4.3 China Pretzel Sales and Market Share by Type
- 4.4 China Pretzel Sales and Market Share by Application

#### **5 EUROPE PRETZEL (VOLUME, VALUE AND SALES PRICE)**

- 5.1 Europe Pretzel Sales and Value (2011-2016)
  - 5.1.1 Europe Pretzel Sales and Growth Rate (2011-2016)
  - 5.1.2 Europe Pretzel Revenue and Growth Rate (2011-2016)
  - 5.1.3 Europe Pretzel Sales Price Trend (2011-2016)
- 5.2 Europe Pretzel Sales and Market Share by Manufacturers
- 5.3 Europe Pretzel Sales and Market Share by Type
- 5.4 Europe Pretzel Sales and Market Share by Application

#### **6 JAPAN PRETZEL (VOLUME, VALUE AND SALES PRICE)**

- 6.1 Japan Pretzel Sales and Value (2011-2016)
  - 6.1.1 Japan Pretzel Sales and Growth Rate (2011-2016)
  - 6.1.2 Japan Pretzel Revenue and Growth Rate (2011-2016)
  - 6.1.3 Japan Pretzel Sales Price Trend (2011-2016)
- 6.2 Japan Pretzel Sales and Market Share by Manufacturers
- 6.3 Japan Pretzel Sales and Market Share by Type
- 6.4 Japan Pretzel Sales and Market Share by Application

## **7 GLOBAL PRETZEL MANUFACTURERS ANALYSIS**

### 7.1 ConAgra Foods

7.1.1 Company Basic Information, Manufacturing Base and Competitors

7.1.2 Pretzel Product Type, Application and Specification

7.1.2.1 Type I

7.1.2.2 Type II

7.1.3 ConAgra Foods Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

7.1.4 Main Business/Business Overview

### 7.2 Frito-Lay

7.2.1 Company Basic Information, Manufacturing Base and Competitors

7.2.2 106 Product Type, Application and Specification

7.2.2.1 Type I

7.2.2.2 Type II

7.2.3 Frito-Lay Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

7.2.4 Main Business/Business Overview

### 7.3 Snyder's-Lance

7.3.1 Company Basic Information, Manufacturing Base and Competitors

7.3.2 124 Product Type, Application and Specification

7.3.2.1 Type I

7.3.2.2 Type II

7.3.3 Snyder's-Lance Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

7.3.4 Main Business/Business Overview

### 7.4 Mars

7.4.1 Company Basic Information, Manufacturing Base and Competitors

7.4.2 Nov Product Type, Application and Specification

7.4.2.1 Type I

7.4.2.2 Type II

7.4.3 Mars Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

7.4.4 Main Business/Business Overview

### 7.5 Auntie Anne's

7.5.1 Company Basic Information, Manufacturing Base and Competitors

7.5.2 Product Type, Application and Specification

7.5.2.1 Type I

7.5.2.2 Type II

7.5.3 Auntie Anne's Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

7.5.4 Main Business/Business Overview

### 7.6 Boulder Brands

7.6.1 Company Basic Information, Manufacturing Base and Competitors

## 7.6.2 Million USD Product Type, Application and Specification

### 7.6.2.1 Type I

### 7.6.2.2 Type II

## 7.6.3 Boulder Brands Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

### 7.6.4 Main Business/Business Overview

## 7.7 Herr Foods

### 7.7.1 Company Basic Information, Manufacturing Base and Competitors

### 7.7.2 Food & Beverages Product Type, Application and Specification

#### 7.7.2.1 Type I

#### 7.7.2.2 Type II

### 7.7.3 Herr Foods Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

### 7.7.4 Main Business/Business Overview

## 7.8 Intersnack

### 7.8.1 Company Basic Information, Manufacturing Base and Competitors

### 7.8.2 Product Type, Application and Specification

#### 7.8.2.1 Type I

#### 7.8.2.2 Type II

### 7.8.3 Intersnack Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

### 7.8.4 Main Business/Business Overview

## 7.9 J & J Snacks

### 7.9.1 Company Basic Information, Manufacturing Base and Competitors

### 7.9.2 Product Type, Application and Specification

#### 7.9.2.1 Type I

#### 7.9.2.2 Type II

### 7.9.3 J & J Snacks Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

### 7.9.4 Main Business/Business Overview

## 7.10 Mr. Pretzel

### 7.10.1 Company Basic Information, Manufacturing Base and Competitors

### 7.10.2 Product Type, Application and Specification

#### 7.10.2.1 Type I

#### 7.10.2.2 Type II

### 7.10.3 Mr. Pretzel Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)

### 7.10.4 Main Business/Business Overview

## **8 PRETZEL MAUFACTURING COST ANALYSIS**

### 8.1 Pretzel Key Raw Materials Analysis

#### 8.1.1 Key Raw Materials

#### 8.1.2 Price Trend of Key Raw Materials

- 8.1.3 Key Suppliers of Raw Materials
- 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Process Analysis of Pretzel

## **9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 9.1 Pretzel Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Pretzel Major Manufacturers in 2015
- 9.4 Downstream Buyers

## **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **11 MARKET EFFECT FACTORS ANALYSIS**

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

## **12 GLOBAL PRETZEL MARKET FORECAST (2016-2021)**

- 12.1 Global Pretzel Sales, Revenue Forecast (2016-2021)
- 12.2 Global Pretzel Sales Forecast by Regions (2016-2021)
- 12.3 Global Pretzel Sales Forecast by Type (2016-2021)

## 12.4 Global Pretzel Sales Forecast by Application (2016-2021)

### **13 APPENDIX**

Disclosure Section

Research Methodology

Data Source

China Disclaimer

**The report requires updating with new data and is sent in 2-3 business days after order is placed.**



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Pretzel  
Table Classification of Pretzel  
Figure Global Sales Market Share of Pretzel by Type in 2015  
Figure Soft Pretzels Picture  
Figure Hard pretzels Picture  
Table Applications of Pretzel  
Figure Global Sales Market Share of Pretzel by Application in 2015  
Figure Application 1 Examples  
Figure Application 2 Examples  
Figure United States Pretzel Revenue and Growth Rate (2011-2021)  
Figure China Pretzel Revenue and Growth Rate (2011-2021)  
Figure Europe Pretzel Revenue and Growth Rate (2011-2021)  
Figure Japan Pretzel Revenue and Growth Rate (2011-2021)  
Figure Global Pretzel Sales and Growth Rate (2011-2021)  
Figure Global Pretzel Revenue and Growth Rate (2011-2021)  
Table Global Pretzel Sales of Key Manufacturers (2011-2016)  
Table Global Pretzel Sales Share by Manufacturers (2011-2016)  
Figure 2015 Pretzel Sales Share by Manufacturers  
Figure 2016 Pretzel Sales Share by Manufacturers  
Table Global Pretzel Revenue by Manufacturers (2011-2016)  
Table Global Pretzel Revenue Share by Manufacturers (2011-2016)  
Table 2015 Global Pretzel Revenue Share by Manufacturers  
Table 2016 Global Pretzel Revenue Share by Manufacturers  
Table Global Pretzel Sales and Market Share by Type (2011-2016)  
Table Global Pretzel Sales Share by Type (2011-2016)  
Figure Sales Market Share of Pretzel by Type (2011-2016)  
Figure Global Pretzel Sales Growth Rate by Type (2011-2016)  
Table Global Pretzel Revenue and Market Share by Type (2011-2016)  
Table Global Pretzel Revenue Share by Type (2011-2016)  
Figure Revenue Market Share of Pretzel by Type (2011-2016)  
Figure Global Pretzel Revenue Growth Rate by Type (2011-2016)  
Table Global Pretzel Sales and Market Share by Regions (2011-2016)  
Table Global Pretzel Sales Share by Regions (2011-2016)  
Figure Sales Market Share of Pretzel by Regions (2011-2016)  
Figure Global Pretzel Sales Growth Rate by Regions (2011-2016)

Table Global Pretzel Revenue and Market Share by Regions (2011-2016)  
Table Global Pretzel Revenue Share by Regions (2011-2016)  
Figure Revenue Market Share of Pretzel by Regions (2011-2016)  
Figure Global Pretzel Revenue Growth Rate by Regions (2011-2016)  
Table Global Pretzel Sales and Market Share by Application (2011-2016)  
Table Global Pretzel Sales Share by Application (2011-2016)  
Figure Sales Market Share of Pretzel by Application (2011-2016)  
Figure Global Pretzel Sales Growth Rate by Application (2011-2016)  
Figure United States Pretzel Sales and Growth Rate (2011-2016)  
Figure United States Pretzel Revenue and Growth Rate (2011-2016)  
Figure United States Pretzel Sales Price Trend (2011-2016)  
Table United States Pretzel Sales by Manufacturers (2011-2016)  
Table United States Pretzel Market Share by Manufacturers (2011-2016)  
Table United States Pretzel Sales by Type (2011-2016)  
Table United States Pretzel Market Share by Type (2011-2016)  
Table United States Pretzel Sales by Application (2011-2016)  
Table United States Pretzel Market Share by Application (2011-2016)  
Figure China Pretzel Sales and Growth Rate (2011-2016)  
Figure China Pretzel Revenue and Growth Rate (2011-2016)  
Figure China Pretzel Sales Price Trend (2011-2016)  
Table China Pretzel Sales by Manufacturers (2011-2016)  
Table China Pretzel Market Share by Manufacturers (2011-2016)  
Table China Pretzel Sales by Type (2011-2016)  
Table China Pretzel Market Share by Type (2011-2016)  
Table China Pretzel Sales by Application (2011-2016)  
Table China Pretzel Market Share by Application (2011-2016)  
Figure Europe Pretzel Sales and Growth Rate (2011-2016)  
Figure Europe Pretzel Revenue and Growth Rate (2011-2016)  
Figure Europe Pretzel Sales Price Trend (2011-2016)  
Table Europe Pretzel Sales by Manufacturers (2011-2016)  
Table Europe Pretzel Market Share by Manufacturers (2011-2016)  
Table Europe Pretzel Sales by Type (2011-2016)  
Table Europe Pretzel Market Share by Type (2011-2016)  
Table Europe Pretzel Sales by Application (2011-2016)  
Table Europe Pretzel Market Share by Application (2011-2016)  
Figure Japan Pretzel Sales and Growth Rate (2011-2016)  
Figure Japan Pretzel Revenue and Growth Rate (2011-2016)  
Figure Japan Pretzel Sales Price Trend (2011-2016)  
Table Japan Pretzel Sales by Manufacturers (2011-2016)

Table Japan Pretzel Market Share by Manufacturers (2011-2016)  
Table Japan Pretzel Sales by Type (2011-2016)  
Table Japan Pretzel Market Share by Type (2011-2016)  
Table Japan Pretzel Sales by Application (2011-2016)  
Table Japan Pretzel Market Share by Application (2011-2016)  
Table ConAgra Foods Basic Information List  
Table ConAgra Foods Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure ConAgra Foods Pretzel Global Market Share (2011-2016)  
Table Frito-Lay Basic Information List  
Table Frito-Lay Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Frito-Lay Pretzel Global Market Share (2011-2016)  
Table Snyder's-Lance Basic Information List  
Table Snyder's-Lance Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Snyder's-Lance Pretzel Global Market Share (2011-2016)  
Table Mars Basic Information List  
Table Mars Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Mars Pretzel Global Market Share (2011-2016)  
Table Auntie Anne's Basic Information List  
Table Auntie Anne's Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Auntie Anne's Pretzel Global Market Share (2011-2016)  
Table Boulder Brands Basic Information List  
Table Boulder Brands Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Boulder Brands Pretzel Global Market Share (2011-2016)  
Table Herr Foods Basic Information List  
Table Herr Foods Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Herr Foods Pretzel Global Market Share (2011-2016)  
Table Intersnack Basic Information List  
Table Intersnack Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Intersnack Pretzel Global Market Share (2011-2016)  
Table J & J Snacks Basic Information List  
Table J & J Snacks Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure J & J Snacks Pretzel Global Market Share (2011-2016)  
Table Mr. Pretzel Basic Information List  
Table Mr. Pretzel Pretzel Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Mr. Pretzel Pretzel Global Market Share (2011-2016)  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Pretzel

Figure Manufacturing Process Analysis of Pretzel

Figure Pretzel Industrial Chain Analysis

Table Raw Materials Sources of Pretzel Major Manufacturers in 2015

Table Major Buyers of Pretzel

Table Distributors/Traders List

Figure Global Pretzel Sales and Growth Rate Forecast (2016-2021)

Figure Global Pretzel Revenue and Growth Rate Forecast (2016-2021)

Table Global Pretzel Sales Forecast by Regions (2016-2021)

Table Global Pretzel Sales Forecast by Type (2016-2021)

Table Global Pretzel Sales Forecast by Application (2016-2021)

## I would like to order

Product name: Global Pretzel Sales Market Report 2016

Product link: <https://marketpublishers.com/r/G0F7A1420E6EN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G0F7A1420E6EN.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