

# United States Cookie Dough Market Report 2017

<https://marketpublishers.com/r/UE15F1ECF52EN.html>

Date: January 2017

Pages: 118

Price: US\$ 3,800.00 (Single User License)

ID: UE15F1ECF52EN

## Abstracts

### Notes:

Sales, means the sales volume of Cookie Dough

Revenue, means the sales value of Cookie Dough

This report studies sales (consumption) of Cookie Dough in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Nestle

Pillsbury

Immaculate

Hersheys

Annies

Betty Crocker

ZonePerfect

Kelloggs

Because

## Wholly Wholesome

Great Value

Trader Joe

Cappello

Just

Lance

Oreo

## Market Segment by States, covering

California

Texas

New York

Florida

Illinois

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

Peanut Butter

Chocolate

Caramel

Others

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

Residence

Bakery

Fast Food

Others

## Contents

### United States Cookie Dough Market Report 2017

#### **1 COOKIE DOUGH OVERVIEW**

##### 1.1 Product Overview and Scope of Cookie Dough

##### 1.2 Classification of Cookie Dough

###### 1.2.1 Peanut Butter

###### 1.2.2 Chocolate

###### 1.2.3 Caramel

###### 1.2.4 Others

##### 1.3 Application of Cookie Dough

###### 1.3.1 Residence

###### 1.3.2 Bakery

###### 1.3.3 Fast Food

###### 1.3.4 Others

##### 1.4 United States Market Size Sales (Volume) and Revenue (Value) of Cookie Dough (2011-2021)

###### 1.4.1 United States Cookie Dough Sales and Growth Rate (2011-2021)

###### 1.4.2 United States Cookie Dough Revenue and Growth Rate (2011-2021)

#### **2 UNITED STATES COOKIE DOUGH COMPETITION BY MANUFACTURERS**

##### 2.1 United States Cookie Dough Sales and Market Share of Key Manufacturers (2015 and 2016)

##### 2.2 United States Cookie Dough Revenue and Share by Manufactures (2015 and 2016)

##### 2.3 United States Cookie Dough Average Price by Manufactures (2015 and 2016)

##### 2.4 Cookie Dough Market Competitive Situation and Trends

###### 2.4.1 Cookie Dough Market Concentration Rate

###### 2.4.2 Cookie Dough Market Share of Top 3 and Top 5 Manufacturers

###### 2.4.3 Mergers & Acquisitions, Expansion

#### **3 UNITED STATES COOKIE DOUGH SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2011-2016)**

##### 3.1 United States Cookie Dough Sales and Market Share by States (2011-2016)

##### 3.2 United States Cookie Dough Revenue and Market Share by States (2011-2016)

##### 3.3 United States Cookie Dough Price by States (2011-2016)

## **4 UNITED STATES COOKIE DOUGH SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)**

- 4.1 United States Cookie Dough Sales and Market Share by Type (2011-2016)
- 4.2 United States Cookie Dough Revenue and Market Share by Type (2011-2016)
- 4.3 United States Cookie Dough Price by Type (2011-2016)
- 4.4 United States Cookie Dough Sales Growth Rate by Type (2011-2016)

## **5 UNITED STATES COOKIE DOUGH SALES (VOLUME) BY APPLICATION (2011-2016)**

- 5.1 United States Cookie Dough Sales and Market Share by Application (2011-2016)
- 5.2 United States Cookie Dough Sales Growth Rate by Application (2011-2016)
- 5.3 Market Drivers and Opportunities

## **6 UNITED STATES COOKIE DOUGH MANUFACTURERS PROFILES/ANALYSIS**

### 6.1 Nestle

- 6.1.1 Company Basic Information, Manufacturing Base and Competitors
- 6.1.2 Cookie Dough Product Type, Application and Specification
  - 6.1.2.1 Peanut Butter
  - 6.1.2.2 Chocolate
- 6.1.3 Nestle Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.1.4 Main Business/Business Overview

### 6.2 Pillsbury

- 6.2.2 Cookie Dough Product Type, Application and Specification
  - 6.2.2.1 Peanut Butter
  - 6.2.2.2 Chocolate
- 6.2.3 Pillsbury Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.2.4 Main Business/Business Overview

### 6.3 Immaculate

- 6.3.2 Cookie Dough Product Type, Application and Specification
  - 6.3.2.1 Peanut Butter
  - 6.3.2.2 Chocolate
- 6.3.3 Immaculate Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.3.4 Main Business/Business Overview

### 6.4 Hersheys

- 6.4.2 Cookie Dough Product Type, Application and Specification

- 6.4.2.1 Peanut Butter
- 6.4.2.2 Chocolate
- 6.4.3 Hersheys Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.4.4 Main Business/Business Overview
- 6.5 Annies
  - 6.5.2 Cookie Dough Product Type, Application and Specification
    - 6.5.2.1 Peanut Butter
    - 6.5.2.2 Chocolate
  - 6.5.3 Annies Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.5.4 Main Business/Business Overview
- 6.6 Betty Crocker
  - 6.6.2 Cookie Dough Product Type, Application and Specification
    - 6.6.2.1 Peanut Butter
    - 6.6.2.2 Chocolate
  - 6.6.3 Betty Crocker Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.6.4 Main Business/Business Overview
- 6.7 ZonePerfect
  - 6.7.2 Cookie Dough Product Type, Application and Specification
    - 6.7.2.1 Peanut Butter
    - 6.7.2.2 Chocolate
  - 6.7.3 ZonePerfect Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.7.4 Main Business/Business Overview
- 6.8 Kelloggs
  - 6.8.2 Cookie Dough Product Type, Application and Specification
    - 6.8.2.1 Peanut Butter
    - 6.8.2.2 Chocolate
  - 6.8.3 Kelloggs Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.8.4 Main Business/Business Overview
- 6.9 Because
  - 6.9.2 Cookie Dough Product Type, Application and Specification
    - 6.9.2.1 Peanut Butter
    - 6.9.2.2 Chocolate
  - 6.9.3 Because Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.9.4 Main Business/Business Overview
- 6.10 Wholly Wholesome
  - 6.10.2 Cookie Dough Product Type, Application and Specification
    - 6.10.2.1 Peanut Butter

6.10.2.2 Chocolate

6.10.3 Wholly Wholesome Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)

6.10.4 Main Business/Business Overview

6.11 Great Value

6.12 Trader Joe

6.13 Cappello

6.14 Just

6.15 Lance

6.16 Oreo

## **7 COOKIE DOUGH MANUFACTURING COST ANALYSIS**

7.1 Cookie Dough Key Raw Materials Analysis

7.1.1 Key Raw Materials

7.1.2 Price Trend of Key Raw Materials

7.1.3 Key Suppliers of Raw Materials

7.1.4 Market Concentration Rate of Raw Materials

7.2 Proportion of Manufacturing Cost Structure

7.2.1 Raw Materials

7.2.2 Labor Cost

7.2.3 Manufacturing Expenses

7.3 Manufacturing Process Analysis of Cookie Dough

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

8.1 Cookie Dough Industrial Chain Analysis

8.2 Upstream Raw Materials Sourcing

8.3 Raw Materials Sources of Cookie Dough Major Manufacturers in 2015

8.4 Downstream Buyers

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

9.1 Marketing Channel

9.1.1 Direct Marketing

9.1.2 Indirect Marketing

9.1.3 Marketing Channel Development Trend

9.2 Market Positioning

9.2.1 Pricing Strategy

- 9.2.2 Brand Strategy
- 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 UNITED STATES COOKIE DOUGH MARKET FORECAST (2016-2021)**

- 11.1 United States Cookie Dough Sales, Revenue Forecast (2016-2021)
- 11.2 United States Cookie Dough Sales Forecast by Type (2016-2021)
- 11.3 United States Cookie Dough Sales Forecast by Application (2016-2021)
- 11.4 Cookie Dough Price Forecast (2016-2021)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

- Methodology
- Analyst Introduction
- Data Source

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 Cookie Dough

Table Classification of Cookie Dough

Figure United States Sales Market Share of Cookie Dough by Type in 2015

Figure Peanut Butter Picture

Figure Chocolate Picture

Figure Caramel Picture

Figure Others Picture

Table Application of Cookie Dough

Figure United States Sales Market Share of Cookie Dough by Application in 2015

Figure Residence Examples

Figure Bakery Examples

Figure Fast Food Examples

Figure Others Examples

Figure United States Cookie Dough Sales and Growth Rate (2011-2021)

Figure United States Cookie Dough Revenue and Growth Rate (2011-2021)

Table United States Cookie Dough Sales of Key Manufacturers (2015 and 2016)

Table United States Cookie Dough Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Cookie Dough Sales Share by Manufacturers

Figure 2016 Cookie Dough Sales Share by Manufacturers

Table United States Cookie Dough Revenue by Manufacturers (2015 and 2016)

Table United States Cookie Dough Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Cookie Dough Revenue Share by Manufacturers

Table 2016 United States Cookie Dough Revenue Share by Manufacturers

Table United States Market Cookie Dough Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Cookie Dough Average Price of Key Manufacturers in 2015

Figure Cookie Dough Market Share of Top 3 Manufacturers

Figure Cookie Dough Market Share of Top 5 Manufacturers

Table United States Cookie Dough Sales by States (2011-2016)

Table United States Cookie Dough Sales Share by States (2011-2016)

Figure United States Cookie Dough Sales Market Share by States in 2015

Table United States Cookie Dough Revenue and Market Share by States (2011-2016)

Table United States Cookie Dough Revenue Share by States (2011-2016)

Figure Revenue Market Share of Cookie Dough by States (2011-2016)

Table United States Cookie Dough Price by States (2011-2016)

Table United States Cookie Dough Sales by Type (2011-2016)  
Table United States Cookie Dough Sales Share by Type (2011-2016)  
Figure United States Cookie Dough Sales Market Share by Type in 2015  
Table United States Cookie Dough Revenue and Market Share by Type (2011-2016)  
Table United States Cookie Dough Revenue Share by Type (2011-2016)  
Figure Revenue Market Share of Cookie Dough by Type (2011-2016)  
Table United States Cookie Dough Price by Type (2011-2016)  
Figure United States Cookie Dough Sales Growth Rate by Type (2011-2016)  
Table United States Cookie Dough Sales by Application (2011-2016)  
Table United States Cookie Dough Sales Market Share by Application (2011-2016)  
Figure United States Cookie Dough Sales Market Share by Application in 2015  
Table United States Cookie Dough Sales Growth Rate by Application (2011-2016)  
Figure United States Cookie Dough Sales Growth Rate by Application (2011-2016)  
Table Nestle Basic Information List  
Table Nestle Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Nestle Cookie Dough Sales Market Share (2011-2016)  
Table Pillsbury Basic Information List  
Table Pillsbury Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Pillsbury Cookie Dough Sales Market Share (2011-2016)  
Table Immaculate Basic Information List  
Table Immaculate Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Immaculate Cookie Dough Sales Market Share (2011-2016)  
Table Hersheys Basic Information List  
Table Hersheys Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Hersheys Cookie Dough Sales Market Share (2011-2016)  
Table Annies Basic Information List  
Table Annies Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Annies Cookie Dough Sales Market Share (2011-2016)  
Table Betty Crocker Basic Information List  
Table Betty Crocker Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Betty Crocker Cookie Dough Sales Market Share (2011-2016)  
Table ZonePerfect Basic Information List  
Table ZonePerfect Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table ZonePerfect Cookie Dough Sales Market Share (2011-2016)  
Table Kelloggs Basic Information List  
Table Kelloggs Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Kelloggs Cookie Dough Sales Market Share (2011-2016)  
Table Because Basic Information List

Table Because Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Because Cookie Dough Sales Market Share (2011-2016)  
Table Wholly Wholesome Basic Information List  
Table Wholly Wholesome Cookie Dough Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Wholly Wholesome Cookie Dough Sales Market Share (2011-2016)  
Table Great Value Basic Information List  
Table Trader Joe Basic Information List  
Table Cappello Basic Information List  
Table Just Basic Information List  
Table Lance Basic Information List  
Table Oreo Basic Information List  
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 Cookie Dough  
Figure Manufacturing Process Analysis of Cookie Dough  
Figure Cookie Dough Industrial Chain Analysis  
Table Raw Materials Sources of Cookie Dough Major Manufacturers in 2015  
Table Major Buyers of Cookie Dough  
Table Distributors/Traders List  
Figure United States Cookie Dough Production and Growth Rate Forecast (2016-2021)  
Figure United States Cookie Dough Revenue and Growth Rate Forecast (2016-2021)  
Table United States Cookie Dough Production Forecast by Type (2016-2021)  
Table United States Cookie Dough Consumption Forecast by Application (2016-2021)  
Table United States Cookie Dough Sales Forecast by States (2016-2021)  
Table United States Cookie Dough Sales Share Forecast by States (2016-2021)

## I would like to order

Product name: United States Cookie Dough Market Report 2017

Product link: <https://marketpublishers.com/r/UE15F1ECF52EN.html>

Price: US\$ 3,800.00 (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/UE15F1ECF52EN.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