

# Austria: market of gingerbread and similar products

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## Abstracts

This report presents a comprehensive overview of the gingerbread and similar products market in Austria and a forecast for its development in the next five years. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the gingerbread and similar products market in Austria, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and sales and to build a forecast for the market in the medium term. In the same way, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and market insights from expert representatives of the main market participants (gathered by semi-structured interviews).

The report on the gingerbread and similar products market in Austria includes:

- Analysis and forecast for the economy of Austria;

- Analysis and forecast for development of the market volume (market size), value and dynamics;

- Market structure (by origin, by types of products, etc.);

- Volume, dynamics and analysis of domestic production (past, current and

future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of sales (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis of the factors, influencing the development of the market;

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for development of the market in the medium term.

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and threats on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends

within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, sales and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the gingerbread and similar products market in Austria, this research report will save you time and money while empowering you to make informed, profitable decisions!

## Contents

(The contents are just preliminary - contact us for a demo version, including the full Table of contents)

Information about the document

### **1. EXECUTIVE SUMMARY**

### **2. METHODOLOGY**

### **3. CHARACTERISTICS OF GINGERBREAD AND SIMILAR PRODUCTS**

### **4. STATE OF THE ECONOMY OF AUSTRIA**

4.1. Characteristics of the economy of Austria in 2008-2013

4.2. Forecast for the development of the economy of Austria until 2016

### **5. CHARACTERISTICS OF THE GINGERBREAD AND SIMILAR PRODUCTS MARKET IN AUSTRIA**

5.1. Volume and dynamics of the gingerbread and similar products market in Austria in 2008-2013

5.2. Structure of the gingerbread and similar products market in Austria in 2008-2013: production, imports, exports, sales

5.3. Structure of the gingerbread and similar products market in Austria by origin

5.4. Forecast for the development of the gingerbread and similar products market in Austria until 2019

### **6. CHARACTERISTICS OF THE DOMESTIC PRODUCTION OF GINGERBREAD AND SIMILAR PRODUCTS IN AUSTRIA**

6.1. Business tendencies in the industrial production in Austria in 2008-2013

6.2. Volume and dynamics of the domestic production of gingerbread and similar products in Austria in 2008-2013

6.3. Share of Austria in the European production of gingerbread and similar products

6.4. Characteristics of the main producers of gingerbread and similar products in Austria

### **7. CHARACTERISTICS OF THE PRICES OF GINGERBREAD AND SIMILAR PRODUCTS IN AUSTRIA**

7.1. Characteristics of the manufacturers' prices of gingerbread and similar products in Austria in 2008-2013

7.2. Characteristics of other prices of gingerbread and similar products

## **8. FOREIGN TRADE OPERATIONS OF GINGERBREAD AND SIMILAR PRODUCTS IN AUSTRIA**

8.1. General foreign trade operations of Austria

8.2. Foreign trade operations of gingerbread and similar products in Austria in 2008-2013

## **9. CHARACTERISTICS OF THE IMPORTS OF GINGERBREAD AND SIMILAR PRODUCTS TO THE AUSTRIAN MARKET**

9.1. Volume and dynamics of the imports of gingerbread and similar products in 2008-2013

9.2. Key indicators of the imports of gingerbread and similar products to the Austrian market

9.3. Main countries, importing gingerbread and similar products to Austria

9.4. Structure of the imports of gingerbread and similar products by types of products

9.5. Share of Austria in the European imports of gingerbread and similar products

9.6. Domestic companies, main importers of gingerbread and similar products to the Austrian market

## **10. CHARACTERISTICS OF THE AUSTRIAN EXPORTS OF GINGERBREAD AND SIMILAR PRODUCTS**

10.1. Volume and dynamics of the Austrian exports of gingerbread and similar products in 2008-2013

10.2. Key indicators of the Austrian exports of gingerbread and similar products

10.3. Recipient countries of the Austrian exports of gingerbread and similar products

10.4. Structure of the Austrian exports of gingerbread and similar products by types of products

10.5. Share of Austria in the European exports of gingerbread and similar products

10.6. Domestic companies, main exporters of gingerbread and similar products from the territory of Austria

## **11. FACTORS, INFLUENCING THE DEVELOPMENT OF THE MARKET**

## **12. CHARACTERISTICS OF THE SALES OF GINGERBREAD AND SIMILAR PRODUCTS IN AUSTRIA**

12.1. Volume and dynamics of the sales of gingerbread and similar products in Austria in 2008-2013 and forecast until 2019

12.2. Structure of the sales of gingerbread and similar products in Austria in 2008-2013 (by origin, by channel, etc.)

12.3. Balance between supply and demand on the gingerbread and similar products market in Austria in 2008-2013 and forecast until 2019

## **13. FORECAST FOR DEVELOPMENT OF THE GINGERBREAD AND SIMILAR PRODUCTS MARKET IN AUSTRIA UNTIL 2019**

### **LIST OF FIGURES**

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Volume and dynamics of the gingerbread and similar products market in Austria in 2008-2013 and forecast until 2019, in physical and value terms

Structure of the gingerbread and similar products market in Austria in 2008-2013, in physical and value terms

Structure of the gingerbread and similar products market in Austria by origin in physical and value terms in 2008-2013

Volume and dynamics of the domestic production of gingerbread and similar products in Austria in 2008-2013 and forecast until 2019, in physical and value terms

Deviation of the average manufacturers' prices of gingerbread and similar products in Austria in 2008-2013

Structure of the foreign trade turnover by main commodities, in physical and value terms

Structure of the foreign trade operations by main partner countries, in value terms

Structure of the foreign trade operations on the gingerbread and similar products market in Austria in 2008-2013, in physical and value terms

Dynamics of the imports of gingerbread and similar products in 2008-2013, in physical and value terms

Main countries, importing gingerbread and similar products to Austria in 2008-2013, in physical and value terms

Dynamics of the imports of gingerbread and similar products by types of products in 2008-2013, in physical and value terms

Dynamics of the Austrian exports of gingerbread and similar products in 2008-2013, in

physical and value terms

Recipient countries of the Austrian exports of gingerbread and similar products in 2008-2013, in physical and value terms

Structure of the Austrian exports of gingerbread and similar products by types of products in 2008-2013, in physical and value terms

Dynamics of the sales of gingerbread and similar products in Austria in 2008-2013 and forecast until 2019, in physical and value terms

Balance between supply and demand on the gingerbread and similar products market in Austria in 2008-2013 and forecast until 2019, in physical terms

Forecast for the total supply of gingerbread and similar products in Austria until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of gingerbread and similar products in Austria until 2019 (under the framework of the pessimistic scenario), in physical terms

Forecast for the total supply of gingerbread and similar products in Austria until 2019 (under the framework of the optimistic scenario), in physical terms

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## List Of Tables

### LIST OF TABLES

(This list is preliminary - contact us for a demo version, including the full Table of contents)

Key indicators on the gingerbread and similar products market in Austria in 2008-2013

Key indicators of the economy of Austria in 2008-2013 and forecast until 2016

Volume and dynamics of the gingerbread and similar products market in Austria in 2008-2013, in physical and in value terms

Structure of the gingerbread and similar products market in Austria in 2008-2013, in physical and value terms

Structure of the gingerbread and similar products market in Austria by origin in 2008-2013, in physical and value terms

Forecast for the development of the gingerbread and similar products market in Austria until 2019, in physical and value terms

Key business tendencies in the industrial production in Austria in 2008-2013

Volume and dynamics of the domestic production of gingerbread and similar products in Austria in 2008-2013 and forecast until 2019, in physical and value terms

Average manufacturers' prices of gingerbread and similar products in Austria in 2008-2013

Foreign trade turnover by main commodities, in physical and value terms

Foreign trade operations by main partner countries, in value terms

Volume and value of the foreign trade operations on the gingerbread and similar products market in Austria in 2008-2013, in physical and value terms

Volume and dynamics of the imports of gingerbread and similar products in 2008-2013, in physical and value terms

Key indicators of the imports of gingerbread and similar products to the Austrian market in 2008-2013, in physical and value terms

Main countries, importing gingerbread and similar products to Austria in 2008-2013, in physical and value terms

Structure of the imports of gingerbread and similar products by types of products in 2008-2013, in physical and value terms

Volume and dynamics of the Austrian exports of gingerbread and similar products in 2008-2013, in physical and value terms

Key indicators of the Austrian exports of gingerbread and similar products in 2008-2013, in physical and value terms

Recipient countries of the Austrian exports of gingerbread and similar products in 2008-2013, in physical and value terms

Structure of the Austrian exports of gingerbread and similar products by types of products in 2008-2013, in physical and value terms

Volume and dynamics of the sales of gingerbread and similar products in Austria in 2008-2013 and forecast until 2019, in physical terms

Structure of the sales of gingerbread and similar products in Austria in 2008-2013, in physical terms

Balance between supply and demand on the gingerbread and similar products market in Austria in 2008-2013 and forecast until 2019, in physical terms

Forecast for the total supply of gingerbread and similar products in Austria until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of gingerbread and similar products in Austria until 2019 (under the framework of the pessimistic scenario), in physical terms

Forecast for the total supply of gingerbread and similar products in Austria until 2019 (under the framework of the optimistic scenario), in physical terms

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