

# Iceland: market of prepared or preserved herrings

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## Abstracts

This report presents a comprehensive overview of the prepared or preserved herrings market in Iceland 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 prepared or preserved herrings market in Iceland, 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 prepared or preserved herrings market in Iceland includes:

Analysis and forecast for the economy of Iceland;

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 prepared or preserved herrings market in Iceland, 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 PREPARED OR PRESERVED HERRINGS**

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

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

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

### **5. CHARACTERISTICS OF THE PREPARED OR PRESERVED HERRINGS MARKET IN ICELAND**

5.1. Volume and dynamics of the prepared or preserved herrings market in Iceland in 2008-2013

5.2. Structure of the prepared or preserved herrings market in Iceland in 2008-2013: production, imports, exports, sales

5.3. Structure of the prepared or preserved herrings market in Iceland by origin

5.4. Forecast for the development of the prepared or preserved herrings market in Iceland until 2019

### **6. CHARACTERISTICS OF THE DOMESTIC PRODUCTION OF PREPARED OR PRESERVED HERRINGS IN ICELAND**

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

6.2. Volume and dynamics of the domestic production of prepared or preserved herrings in Iceland in 2008-2013

6.3. Share of Iceland in the European production of prepared or preserved herrings

6.4. Characteristics of the main producers of prepared or preserved herrings in Iceland

### **7. CHARACTERISTICS OF THE PRICES OF PREPARED OR PRESERVED HERRINGS IN ICELAND**

7.1. Characteristics of the manufacturers' prices of prepared or preserved herrings in Iceland in 2008-2013

7.2. Characteristics of other prices of prepared or preserved herrings

## **8. FOREIGN TRADE OPERATIONS OF PREPARED OR PRESERVED HERRINGS IN ICELAND**

8.1. General foreign trade operations of Iceland

8.2. Foreign trade operations of prepared or preserved herrings in Iceland in 2008-2013

## **9. CHARACTERISTICS OF THE IMPORTS OF PREPARED OR PRESERVED HERRINGS TO THE ICELANDIC MARKET**

9.1. Volume and dynamics of the imports of prepared or preserved herrings in 2008-2013

9.2. Key indicators of the imports of prepared or preserved herrings to the Icelandic market

9.3. Main countries, importing prepared or preserved herrings to Iceland

9.4. Structure of the imports of prepared or preserved herrings by types of products

9.5. Share of Iceland in the European imports of prepared or preserved herrings

9.6. Domestic companies, main importers of prepared or preserved herrings to the Icelandic market

## **10. CHARACTERISTICS OF THE ICELANDIC EXPORTS OF PREPARED OR PRESERVED HERRINGS**

10.1. Volume and dynamics of the Icelandic exports of prepared or preserved herrings in 2008-2013

10.2. Key indicators of the Icelandic exports of prepared or preserved herrings

10.3. Recipient countries of the Icelandic exports of prepared or preserved herrings

10.4. Structure of the Icelandic exports of prepared or preserved herrings by types of products

10.5. Share of Iceland in the European exports of prepared or preserved herrings

10.6. Domestic companies, main exporters of prepared or preserved herrings from the territory of Iceland

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

## **12. CHARACTERISTICS OF THE SALES OF PREPARED OR PRESERVED HERRINGS IN ICELAND**

12.1. Volume and dynamics of the sales of prepared or preserved herrings in Iceland in 2008-2013 and forecast until 2019

12.2. Structure of the sales of prepared or preserved herrings in Iceland in 2008-2013 (by origin, by channel, etc.)

12.3. Balance between supply and demand on the prepared or preserved herrings market in Iceland in 2008-2013 and forecast until 2019

## **13. FORECAST FOR DEVELOPMENT OF THE PREPARED OR PRESERVED HERRINGS MARKET IN ICELAND UNTIL 2019**

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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 prepared or preserved herrings market in Iceland in 2008-2013

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

Volume and dynamics of the prepared or preserved herrings market in Iceland in 2008-2013, in physical and in value terms

Structure of the prepared or preserved herrings market in Iceland in 2008-2013, in physical and value terms

Structure of the prepared or preserved herrings market in Iceland by origin in 2008-2013, in physical and value terms

Forecast for the development of the prepared or preserved herrings market in Iceland until 2019, in physical and value terms

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

Volume and dynamics of the domestic production of prepared or preserved herrings in Iceland in 2008-2013 and forecast until 2019, in physical and value terms

Average manufacturers' prices of prepared or preserved herrings in Iceland 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 prepared or preserved herrings market in Iceland in 2008-2013, in physical and value terms

Volume and dynamics of the imports of prepared or preserved herrings in 2008-2013, in physical and value terms

Key indicators of the imports of prepared or preserved herrings to the Icelandic market in 2008-2013, in physical and value terms

Main countries, importing prepared or preserved herrings to Iceland in 2008-2013, in physical and value terms

Structure of the imports of prepared or preserved herrings by types of products in 2008-2013, in physical and value terms

Volume and dynamics of the Icelandic exports of prepared or preserved herrings in 2008-2013, in physical and value terms

Key indicators of the Icelandic exports of prepared or preserved herrings in 2008-2013, in physical and value terms

Recipient countries of the Icelandic exports of prepared or preserved herrings in 2008-2013, in physical and value terms

Structure of the Icelandic exports of prepared or preserved herrings by types of products in 2008-2013, in physical and value terms

Volume and dynamics of the sales of prepared or preserved herrings in Iceland in 2008-2013 and forecast until 2019, in physical terms

Structure of the sales of prepared or preserved herrings in Iceland in 2008-2013, in physical terms

Balance between supply and demand on the prepared or preserved herrings market in Iceland in 2008-2013 and forecast until 2019, in physical terms

Forecast for the total supply of prepared or preserved herrings in Iceland until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of prepared or preserved herrings in Iceland until 2019 (under the framework of the pessimistic scenario), in physical terms

Forecast for the total supply of prepared or preserved herrings in Iceland until 2019 (under the framework of the optimistic scenario), in physical terms



## List Of Figures

### LIST OF FIGURES

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

Volume and dynamics of the prepared or preserved herrings market in Iceland in 2008-2013 and forecast until 2019, in physical and value terms

Structure of the prepared or preserved herrings market in Iceland in 2008-2013, in physical and value terms

Structure of the prepared or preserved herrings market in Iceland by origin in physical and value terms in 2008-2013

Volume and dynamics of the domestic production of prepared or preserved herrings in Iceland in 2008-2013 and forecast until 2019, in physical and value terms

Deviation of the average manufacturers' prices of prepared or preserved herrings in Iceland 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 prepared or preserved herrings market in Iceland in 2008-2013, in physical and value terms

Dynamics of the imports of prepared or preserved herrings in 2008-2013, in physical and value terms

Main countries, importing prepared or preserved herrings to Iceland in 2008-2013, in physical and value terms

Dynamics of the imports of prepared or preserved herrings by types of products in 2008-2013, in physical and value terms

Dynamics of the Icelandic exports of prepared or preserved herrings in 2008-2013, in physical and value terms

Recipient countries of the Icelandic exports of prepared or preserved herrings in 2008-2013, in physical and value terms

Structure of the Icelandic exports of prepared or preserved herrings by types of products in 2008-2013, in physical and value terms

Dynamics of the sales of prepared or preserved herrings in Iceland in 2008-2013 and forecast until 2019, in physical and value terms

Balance between supply and demand on the prepared or preserved herrings market in Iceland in 2008-2013 and forecast until 2019, in physical terms

Forecast for the total supply of prepared or preserved herrings in Iceland until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of prepared or preserved herrings in Iceland until 2019

(under the framework of the pessimistic scenario), in physical terms  
Forecast for the total supply of prepared or preserved herrings in Iceland until 2019  
(under the framework of the optimistic scenario), in physical terms

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