

Portugal: market of frozen cuts of chicken

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Abstracts

This report presents a comprehensive overview of the frozen cuts of chicken market in Portugal 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 frozen cuts of chicken market in Portugal, 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 frozen cuts of chicken market in Portugal includes:

Analysis and forecast for the economy of Portugal;

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 frozen cuts of chicken market in Portugal, 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 FROZEN CUTS OF CHICKEN

4. STATE OF THE ECONOMY OF PORTUGAL

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

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

5. CHARACTERISTICS OF THE FROZEN CUTS OF CHICKEN MARKET IN PORTUGAL

5.1. Volume and dynamics of the frozen cuts of chicken market in Portugal in 2008-2013

5.2. Structure of the frozen cuts of chicken market in Portugal in 2008-2013: production, imports, exports, sales

5.3. Structure of the frozen cuts of chicken market in Portugal by origin

5.4. Forecast for the development of the frozen cuts of chicken market in Portugal until 2019

6. CHARACTERISTICS OF THE DOMESTIC PRODUCTION OF FROZEN CUTS OF CHICKEN IN PORTUGAL

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

6.2. Volume and dynamics of the domestic production of frozen cuts of chicken in Portugal in 2008-2013

6.3. Share of Portugal in the European production of frozen cuts of chicken

6.4. Characteristics of the main producers of frozen cuts of chicken in Portugal

7. CHARACTERISTICS OF THE PRICES OF FROZEN CUTS OF CHICKEN IN PORTUGAL

7.1. Characteristics of the manufacturers' prices of frozen cuts of chicken in Portugal in 2008-2013

7.2. Characteristics of other prices of frozen cuts of chicken

8. FOREIGN TRADE OPERATIONS OF FROZEN CUTS OF CHICKEN IN PORTUGAL

8.1. General foreign trade operations of Portugal

8.2. Foreign trade operations of frozen cuts of chicken in Portugal in 2008-2013

9. CHARACTERISTICS OF THE IMPORTS OF FROZEN CUTS OF CHICKEN TO THE PORTUGUESE MARKET

9.1. Volume and dynamics of the imports of frozen cuts of chicken in 2008-2013

9.2. Key indicators of the imports of frozen cuts of chicken to the Portuguese market

9.3. Main countries, importing frozen cuts of chicken to Portugal

9.4. Structure of the imports of frozen cuts of chicken by types of products

9.5. Share of Portugal in the European imports of frozen cuts of chicken

9.6. Domestic companies, main importers of frozen cuts of chicken to the Portuguese market

10. CHARACTERISTICS OF THE PORTUGUESE EXPORTS OF FROZEN CUTS OF CHICKEN

10.1. Volume and dynamics of the Portuguese exports of frozen cuts of chicken in 2008-2013

10.2. Key indicators of the Portuguese exports of frozen cuts of chicken

10.3. Recipient countries of the Portuguese exports of frozen cuts of chicken

10.4. Structure of the Portuguese exports of frozen cuts of chicken by types of products

10.5. Share of Portugal in the European exports of frozen cuts of chicken

10.6. Domestic companies, main exporters of frozen cuts of chicken from the territory of Portugal

11. FACTORS, INFLUENCING THE DEVELOPMENT OF THE MARKET

12. CHARACTERISTICS OF THE SALES OF FROZEN CUTS OF CHICKEN IN PORTUGAL

12.1. Volume and dynamics of the sales of frozen cuts of chicken in Portugal in 2008-2013 and forecast until 2019

12.2. Structure of the sales of frozen cuts of chicken in Portugal in 2008-2013 (by origin, by channel, etc.)

12.3. Balance between supply and demand on the frozen cuts of chicken market in Portugal in 2008-2013 and forecast until 2019

13. FORECAST FOR DEVELOPMENT OF THE FROZEN CUTS OF CHICKEN MARKET IN PORTUGAL 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 frozen cuts of chicken market in Portugal in 2008-2013 and forecast until 2019, in physical and value terms

Structure of the frozen cuts of chicken market in Portugal in 2008-2013, in physical and value terms

Structure of the frozen cuts of chicken market in Portugal by origin in physical and value terms in 2008-2013

Volume and dynamics of the domestic production of frozen cuts of chicken in Portugal in 2008-2013 and forecast until 2019, in physical and value terms

Deviation of the average manufacturers' prices of frozen cuts of chicken in Portugal 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 frozen cuts of chicken market in Portugal in 2008-2013, in physical and value terms

Dynamics of the imports of frozen cuts of chicken in 2008-2013, in physical and value terms

Main countries, importing frozen cuts of chicken to Portugal in 2008-2013, in physical and value terms

Dynamics of the imports of frozen cuts of chicken by types of products in 2008-2013, in physical and value terms

Dynamics of the Portuguese exports of frozen cuts of chicken in 2008-2013, in physical and value terms

Recipient countries of the Portuguese exports of frozen cuts of chicken in 2008-2013, in physical and value terms

Structure of the Portuguese exports of frozen cuts of chicken by types of products in

2008-2013, in physical and value terms

Dynamics of the sales of frozen cuts of chicken in Portugal in 2008-2013 and forecast until 2019, in physical and value terms

Balance between supply and demand on the frozen cuts of chicken market in Portugal in 2008-2013 and forecast until 2019, in physical terms

Forecast for the total supply of frozen cuts of chicken in Portugal until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of frozen cuts of chicken in Portugal until 2019 (under the framework of the pessimistic scenario), in physical terms

Forecast for the total supply of frozen cuts of chicken in Portugal until 2019 (under the framework of the optimistic scenario), in physical terms

About

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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 frozen cuts of chicken market in Portugal in 2008-2013

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

Volume and dynamics of the frozen cuts of chicken market in Portugal in 2008-2013, in physical and in value terms

Structure of the frozen cuts of chicken market in Portugal in 2008-2013, in physical and value terms

Structure of the frozen cuts of chicken market in Portugal by origin in 2008-2013, in physical and value terms

Forecast for the development of the frozen cuts of chicken market in Portugal until 2019, in physical and value terms

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

Volume and dynamics of the domestic production of frozen cuts of chicken in Portugal in 2008-2013 and forecast until 2019, in physical and value terms

Average manufacturers' prices of frozen cuts of chicken in Portugal 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 frozen cuts of chicken market in Portugal in 2008-2013, in physical and value terms

Volume and dynamics of the imports of frozen cuts of chicken in 2008-2013, in physical and value terms

Key indicators of the imports of frozen cuts of chicken to the Portuguese market in 2008-2013, in physical and value terms

Main countries, importing frozen cuts of chicken to Portugal in 2008-2013, in physical and value terms

Structure of the imports of frozen cuts of chicken by types of products in 2008-2013, in physical and value terms

Volume and dynamics of the Portuguese exports of frozen cuts of chicken in 2008-2013, in physical and value terms

Key indicators of the Portuguese exports of frozen cuts of chicken in 2008-2013, in physical and value terms

Recipient countries of the Portuguese exports of frozen cuts of chicken in 2008-2013, in physical and value terms

Structure of the Portuguese exports of frozen cuts of chicken by types of products in

2008-2013, in physical and value terms

Volume and dynamics of the sales of frozen cuts of chicken in Portugal in 2008-2013 and forecast until 2019, in physical terms

Structure of the sales of frozen cuts of chicken in Portugal in 2008-2013, in physical terms

Balance between supply and demand on the frozen cuts of chicken market in Portugal in 2008-2013 and forecast until 2019, in physical terms

Forecast for the total supply of frozen cuts of chicken in Portugal until 2019 (under the framework of the base scenario), in physical terms

Forecast for the total supply of frozen cuts of chicken in Portugal until 2019 (under the framework of the pessimistic scenario), in physical terms

Forecast for the total supply of frozen cuts of chicken in Portugal until 2019 (under the framework of the optimistic scenario), in physical terms

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