

**Food For Thought (FFT)
Strategic Information Services**

Food & Drink Markets

2008 Edition

Prepared for:

Food For Thought

Disclaimer

Disclaimer and © Copyright: Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy. No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

© 2008 Food For Thought (FFT) S.A.

www.fft.com

sales-service@fft.com

FOREWORD

LEGAL, DISCLAIMER and COPYRIGHT

- Legal:** This report is governed by the "Terms of Service" and "Legal & Disclaimer" sections to be found on FFT's online website at www.fft.com.
- Disclaimer:** Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy.
- Copyright ©** No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

OVERALL DEFINITIONS

- General:** Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale, e.g. independent bakers), thus excluding industrial and intermediate consumption, and auto-consumption.
- Product:** All product markets are carefully defined so as to be comparable across all countries. Special cases in a few country and product markets are specified.
- Prices:** Retail prices (including VAT, excise and other indirect taxes) and foodservice buy-in prices are applied throughout.

METHODOLOGY

All countries are surveyed in the field regularly, during which extensive company and other interviews are carried out. FFT also systematically gathers all publicly available data (from trade associations, government institutions and publications, the press and other media). The definition above (final human consumption) ensures that there is no double-counting among product markets. In turn, this enables comparisons across all country/product markets on a per capita or unit value or real growth basis, and allows all data to be summed by product, by country, or by category, allowing extensive cross-checking for verisimilitude. Foodservice Markets: The total (retail + foodservice) human consumption market is established first. An estimate of the food-service market share, derived from multiple sources and industry interviews, is then applied to this total. Owing to the extremely fragmented nature of the foodservice market, specific foodservice surveys are not considered feasible or reliable.

FULL COVERAGE

There are NO gaps. Volume, Value and Company Market Share data are provided for ALL country and product markets. FFT provides its own carefully assessed estimates in the absence of any available data source.

DATA COLLECTION PRINCIPLES

- 1 End-Use Definition:** Final Human Consumption (see above). This ensures NO double-counting and that any and all data can be added up.
- 2 Wide Coverage:** All demand & supply - including retail, foodservice and direct supply - provides a fixed frame into which all elements must fit in a logical manner.
- 3 The 100% Rule:** Company market shares must add up to no more than 100%, and wide coverage means that all significant supplier market shares must be fitted in, squeezing many company claims!
- 4 Cross-checking:** To ensure verisimilitude, extensive country comparisons are made of per capita consumption and expenditure, real growth rates, etc., and against 10-year historical trends. Data "outliers" are singled out, and if necessary re-checked in the field.
- 5 Critical Review:** All publicly available data - the trade press, associations, government surveys, etc., are exhaustively collected & collated, and many amended or rejected, applying the above principles.
- 6 Original Sourcing:** Extensive field surveys, company interviews and store checks are carried out every year, and all data is "fitted" to a realistic overall picture of total supply and demand.
- 7 Software:** Complex, internally-developed computer programs provide a unique dynamic interlocking data grid.
- 8 Russian Doll:** Internal consistency and coherence is provided by data adjusting automatically to data changes elsewhere.
- 9 Client Feedback:** Continual improvements are incorporated in each annual edition at clients' suggestions and remarks, thus fine-tuning the database to market realities.
- 10 Strategic View:** Strategic View: Presentation techniques favoring a global vision of food & drink markets are systematically applied.

TABLE OF CONTENTS

Summary Market Tables	81
2002 Total Expenditure	81
All Flour & Bakery to Cream	81
Netherlands and 1-Country Total	81
Yoghurt to Beef	82
Netherlands and 1-Country Total	82
Pork to Still Wine	83
Netherlands and 1-Country Total	83
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	84
Netherlands and 1-Country Total	84
2007 Total Expenditure	85
All Flour & Bakery to Cream	85
Netherlands and 1-Country Total	85
Yoghurt to Beef	86
Netherlands and 1-Country Total	86
Pork to Still Wine	87
Netherlands and 1-Country Total	87
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	88
Netherlands and 1-Country Total	88
2007 Retail Expenditure	89
All Flour & Bakery to Cream	89
Netherlands and 1-Country Total	89
Yoghurt to Beef	90
Netherlands and 1-Country Total	90
Pork to Still Wine	91
Netherlands and 1-Country Total	91
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	92
Netherlands and 1-Country Total	92
2007 Foodservice Expenditure	93
All Flour & Bakery to Cream	93
Netherlands and 1-Country Total	93
Yoghurt to Beef	94
Netherlands and 1-Country Total	94
Pork to Still Wine	95
Netherlands and 1-Country Total	95
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	96
Netherlands and 1-Country Total	96
2002-2007 Value Growth Rates	97
All Flour & Bakery to Cream	97
Netherlands and 1-Country Total	97
Yoghurt to Beef	98
Netherlands and 1-Country Total	98
Pork to Still Wine	99
Netherlands and 1-Country Total	99
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	100

Netherlands and 1-Country Total	100
2002-2007 Per Capita Growth Rates	101
All Flour & Bakery to Cream	101
Netherlands and 1-Country Total	101
Yoghurt to Beef	102
Netherlands and 1-Country Total	102
Pork to Still Wine	103
Netherlands and 1-Country Total	103
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	104
Netherlands and 1-Country Total	104
2007 Retail Market Share	105
All Flour & Bakery to Cream	105
Netherlands and 1-Country Total	105
Yoghurt to Beef	106
Netherlands and 1-Country Total	106
Pork to Still Wine	107
Netherlands and 1-Country Total	107
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	108
Netherlands and 1-Country Total	108
2007 Foodservice Market Share	109
All Flour & Bakery to Cream	109
Netherlands and 1-Country Total	109
Yoghurt to Beef	110
Netherlands and 1-Country Total	110
Pork to Still Wine	111
Netherlands and 1-Country Total	111
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	112
Netherlands and 1-Country Total	112
2007 Total Retail Market Share	113
All Flour & Bakery to Cream	113
Netherlands and 1-Country Total	113
Yoghurt to Beef	114
Netherlands and 1-Country Total	114
Pork to Still Wine	115
Netherlands and 1-Country Total	115
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	116
Netherlands and 1-Country Total	116
2007 Total Foodservice Market Share	117
All Flour & Bakery to Cream	117
Netherlands and 1-Country Total	117
Yoghurt to Beef	118
Netherlands and 1-Country Total	118
Pork to Still Wine	119
Netherlands and 1-Country Total	119
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	120
Netherlands and 1-Country Total	120

Demand and Supply by Product	121
1. All Flour & Bakery Market Profile	123
Periscope for All Flour & Bakery in Netherlands	123
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Flour & Bakery, Netherlands	124
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Flour & Bakery, Netherlands	124
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Flour & Bakery, Netherlands	124
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Flour & Bakery, Netherlands	125
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Flour & Bakery, Netherlands	125
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.1 Flour (retail only) Market Profile	127
Periscope for Flour (retail only) in Netherlands	127
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Flour (retail only), Netherlands	128
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Flour (retail only), Netherlands	128
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Flour (retail only), Netherlands	128
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Flour (retail only), Netherlands	129
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Flour (retail only), Netherlands	129
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Flour (retail only), Netherlands	130
Major Brands Listing by Company and Subsidiary, 2008	

1.2 Bread Products Market Profile	131
Periscope for Bread Products in Netherlands	131
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bread Products, Netherlands	132
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bread Products, Netherlands	132
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bread Products, Netherlands	132
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bread Products, Netherlands	133
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bread Products, Netherlands	133
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bread Products, Netherlands	134
Major Brands Listing by Company and Subsidiary, 2008	
1.3 Crispbread Market Profile	135
Periscope for Crispbread in Netherlands	135
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Crispbread, Netherlands	136
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Crispbread, Netherlands	136
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Crispbread, Netherlands	136
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Crispbread, Netherlands	137
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Crispbread, Netherlands	137
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Crispbread, Netherlands	138
Major Brands Listing by Company and Subsidiary, 2008	

1.4 Industrial Pastry Market Profile	139
Periscope for Industrial Pastry in Netherlands	139
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Industrial Pastry, Netherlands	140
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Industrial Pastry, Netherlands	140
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Industrial Pastry, Netherlands	140
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Industrial Pastry, Netherlands	141
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Industrial Pastry, Netherlands	141
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Industrial Pastry, Netherlands	142
Major Brands Listing by Company and Subsidiary, 2008	
1.5 Biscuits Market Profile	143
Periscope for Biscuits in Netherlands	143
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Biscuits, Netherlands	144
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Biscuits, Netherlands	144
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Biscuits, Netherlands	144
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Biscuits, Netherlands	145
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Biscuits, Netherlands	145
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Biscuits, Netherlands	146
Major Brands Listing by Company and Subsidiary, 2008	

1.6 Frozen Pastry Products Market Profile	147
Periscope for Frozen Pastry Products in Netherlands	147
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pastry Products, Netherlands	148
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pastry Products, Netherlands	148
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pastry Products, Netherlands	148
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pastry Products, Netherlands	149
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pastry Products, Netherlands	149
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Pastry Products, Netherlands	150
Major Brands Listing by Company and Subsidiary, 2008	
1.7 All Pasta Market Profile	151
Periscope for All Pasta in Netherlands	151
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Pasta, Netherlands	152
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Pasta, Netherlands	152
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Pasta, Netherlands	152
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Pasta, Netherlands	153
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Pasta, Netherlands	153
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.71 Fresh Pasta Market Profile	155
Periscope for Fresh Pasta in Netherlands	155

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	155
Introduction, Fresh Pasta, Netherlands	156
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Pasta, Netherlands	156
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Pasta, Netherlands	156
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Pasta, Netherlands	157
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Pasta, Netherlands	157
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Pasta, Netherlands	158
Major Brands Listing by Company and Subsidiary, 2008	
1.72 Dry Pasta Market Profile	159
Periscope for Dry Pasta in Netherlands	159
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry Pasta, Netherlands	160
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry Pasta, Netherlands	160
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dry Pasta, Netherlands	160
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry Pasta, Netherlands	161
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry Pasta, Netherlands	161
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry Pasta, Netherlands	162
Major Brands Listing by Company and Subsidiary, 2008	
2. All Other Cereals Market Profile	163
Periscope for All Other Cereals in Netherlands	163

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	163
Introduction, All Other Cereals, Netherlands	164
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Other Cereals, Netherlands	164
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Other Cereals, Netherlands	164
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Other Cereals, Netherlands	165
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Other Cereals, Netherlands	165
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
2.1 Rice Market Profile	167
Periscope for Rice in Netherlands	167
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Rice, Netherlands	168
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Rice, Netherlands	168
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Rice, Netherlands	168
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Rice, Netherlands	169
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Rice, Netherlands	169
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Rice, Netherlands	170
Major Brands Listing by Company and Subsidiary, 2008	
2.2 Breakfast Cereals Market Profile	171
Periscope for Breakfast Cereals in Netherlands	171
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Breakfast Cereals, Netherlands	172

Detailed product definition, including local market particularities	172
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Breakfast Cereals, Netherlands	172
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Breakfast Cereals, Netherlands	172
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Breakfast Cereals, Netherlands	173
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Breakfast Cereals, Netherlands	173
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Breakfast Cereals, Netherlands	174
Major Brands Listing by Company and Subsidiary, 2008	
3. All Sugar & Sweeteners Market Profile	175
Periscope for All Sugar & Sweeteners in Netherlands	175
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar & Sweeteners, Netherlands	176
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar & Sweeteners, Netherlands	176
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar & Sweeteners, Netherlands	176
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar & Sweeteners, Netherlands	177
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar & Sweeteners, Netherlands	177
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
3.1 Sugar Market Profile	179
Periscope for Sugar in Netherlands	179
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sugar, Netherlands	180
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	180
Total Market Volume, Sugar, Netherlands	180
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sugar, Netherlands	180
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sugar, Netherlands	181
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sugar, Netherlands	181
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sugar, Netherlands	182
Major Brands Listing by Company and Subsidiary, 2008	
3.2 Artificial Sweeteners Market Profile	183
Periscope for Artificial Sweeteners in Netherlands	183
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Artificial Sweeteners, Netherlands	184
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Artificial Sweeteners, Netherlands	184
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Artificial Sweeteners, Netherlands	184
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Artificial Sweeteners, Netherlands	185
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Artificial Sweeteners, Netherlands	185
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Artificial Sweeteners, Netherlands	186
Major Brands Listing by Company and Subsidiary, 2008	
4. All Preserves Market Profile	187
Periscope for All Preserves in Netherlands	187
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Preserves, Netherlands	188
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	188
Total Market Volume, All Preserves, Netherlands	188
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Preserves, Netherlands	188
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Preserves, Netherlands	189
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Preserves, Netherlands	189
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
4.1 Jams & Marmalade Market Profile	191
Periscope for Jams & Marmalade in Netherlands	191
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Jams & Marmalade, Netherlands	192
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Jams & Marmalade, Netherlands	192
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Jams & Marmalade, Netherlands	192
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Jams & Marmalade, Netherlands	193
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Jams & Marmalade, Netherlands	193
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Jams & Marmalade, Netherlands	194
Major Brands Listing by Company and Subsidiary, 2008	
4.2 Honey Market Profile	195
Periscope for Honey in Netherlands	195
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Honey, Netherlands	196
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Honey, Netherlands	196
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Honey, Netherlands	196
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Honey, Netherlands	197
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Honey, Netherlands	197
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Honey, Netherlands	198
Major Brands Listing by Company and Subsidiary, 2008	
4.3 Other Sweet Spreads Market Profile	199
Periscope for Other Sweet Spreads in Netherlands	199
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sweet Spreads, Netherlands	200
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sweet Spreads, Netherlands	200
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sweet Spreads, Netherlands	200
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sweet Spreads, Netherlands	201
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sweet Spreads, Netherlands	201
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sweet Spreads, Netherlands	202
Major Brands Listing by Company and Subsidiary, 2008	
5. All Confectionery & Snacks Market Profile	203
Periscope for All Confectionery & Snacks in Netherlands	203
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Confectionery & Snacks, Netherlands	204
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, All Confectionery & Snacks, Netherlands	204
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Confectionery & Snacks, Netherlands	204
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Confectionery & Snacks, Netherlands	205
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Confectionery & Snacks, Netherlands	205
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.1 All Sugar Confectionery Market Profile	207
Periscope for All Sugar Confectionery in Netherlands	207
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar Confectionery, Netherlands	208
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar Confectionery, Netherlands	208
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar Confectionery, Netherlands	208
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar Confectionery, Netherlands	209
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar Confectionery, Netherlands	209
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.11 Chewing Gum Market Profile	211
Periscope for Chewing Gum in Netherlands	211
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chewing Gum, Netherlands	212
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chewing Gum, Netherlands	212
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Chewing Gum, Netherlands	212
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chewing Gum, Netherlands	213
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chewing Gum, Netherlands	213
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chewing Gum, Netherlands	214
Major Brands Listing by Company and Subsidiary, 2008	
5.12 Other Sugar Confectionery Market Profile	215
Periscope for Other Sugar Confectionery in Netherlands	215
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sugar Confectionery, Netherlands	216
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sugar Confectionery, Netherlands	216
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sugar Confectionery, Netherlands	216
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sugar Confectionery, Netherlands	217
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sugar Confectionery, Netherlands	217
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sugar Confectionery, Netherlands	218
Major Brands Listing by Company and Subsidiary, 2008	
5.2 All Chocolate Confectionery Market Profile	219
Periscope for All Chocolate Confectionery in Netherlands	219
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Chocolate Confectionery, Netherlands	220
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Chocolate Confectionery, Netherlands	220
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, All Chocolate Confectionery, Netherlands	220
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Chocolate Confectionery, Netherlands	221
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Chocolate Confectionery, Netherlands	221
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.21 Chocolate Countlines Market Profile	223
Periscope for Chocolate Countlines in Netherlands	223
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chocolate Countlines, Netherlands	224
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chocolate Countlines, Netherlands	224
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chocolate Countlines, Netherlands	224
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chocolate Countlines, Netherlands	225
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chocolate Countlines, Netherlands	225
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chocolate Countlines, Netherlands	226
Major Brands Listing by Company and Subsidiary, 2008	
5.22 Other Chocolate Confectionery Market Profile	227
Periscope for Other Chocolate Confectionery in Netherlands	227
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Chocolate Confectionery, Netherlands	228
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Chocolate Confectionery, Netherlands	228
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Chocolate Confectionery, Netherlands	228
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	228
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Chocolate Confectionery, Netherlands	229
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Chocolate Confectionery, Netherlands	229
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Chocolate Confectionery, Netherlands	230
Major Brands Listing by Company and Subsidiary, 2008	
5.3 All Savoury Snacks Market Profile	231
Periscope for All Savoury Snacks in Netherlands	231
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Savoury Snacks, Netherlands	232
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Savoury Snacks, Netherlands	232
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Savoury Snacks, Netherlands	232
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Savoury Snacks, Netherlands	233
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Savoury Snacks, Netherlands	233
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.31 Nuts Market Profile	235
Periscope for Nuts in Netherlands	235
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Nuts, Netherlands	236
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Nuts, Netherlands	236
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Nuts, Netherlands	236
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Nuts, Netherlands	237
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Nuts, Netherlands	237
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Nuts, Netherlands	238
Major Brands Listing by Company and Subsidiary, 2008	
5.32 Savoury Biscuits Market Profile	239
Periscope for Savoury Biscuits in Netherlands	239
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Savoury Biscuits, Netherlands	240
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Savoury Biscuits, Netherlands	240
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Savoury Biscuits, Netherlands	240
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Savoury Biscuits, Netherlands	241
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Savoury Biscuits, Netherlands	241
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Savoury Biscuits, Netherlands	242
Major Brands Listing by Company and Subsidiary, 2008	
5.33 Extruded Snacks Market Profile	243
Periscope for Extruded Snacks in Netherlands	243
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Extruded Snacks, Netherlands	244
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Extruded Snacks, Netherlands	244
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Extruded Snacks, Netherlands	244
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Extruded Snacks, Netherlands	245
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Extruded Snacks, Netherlands	245
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Extruded Snacks, Netherlands	246
Major Brands Listing by Company and Subsidiary, 2008	
6. All Fruits & Vegetables Market Profile	247
Periscope for All Fruits & Vegetables in Netherlands	247
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fruits & Vegetables, Netherlands	248
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fruits & Vegetables, Netherlands	248
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fruits & Vegetables, Netherlands	248
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fruits & Vegetables, Netherlands	249
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fruits & Vegetables, Netherlands	249
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
6.1 Fresh Fruit Market Profile	251
Periscope for Fresh Fruit in Netherlands	251
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fruit, Netherlands	252
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fruit, Netherlands	252
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fruit, Netherlands	252
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fruit, Netherlands	253
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	253
Distribution Channels, Fresh Fruit, Netherlands	253
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fruit, Netherlands	254
Major Brands Listing by Company and Subsidiary, 2008	
6.2 Canned Fruit Market Profile	255
Periscope for Canned Fruit in Netherlands	255
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fruit, Netherlands	256
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Fruit, Netherlands	256
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fruit, Netherlands	256
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fruit, Netherlands	257
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Fruit, Netherlands	257
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fruit, Netherlands	258
Major Brands Listing by Company and Subsidiary, 2008	
6.3 Frozen Fruit Market Profile	259
Periscope for Frozen Fruit in Netherlands	259
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fruit, Netherlands	260
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fruit, Netherlands	260
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fruit, Netherlands	260
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fruit, Netherlands	261
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	261
Distribution Channels, Frozen Fruit, Netherlands	261
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Fruit, Netherlands	262
Major Brands Listing by Company and Subsidiary, 2008	
6.4 Fresh Vegetables Market Profile	263
Periscope for Fresh Vegetables in Netherlands	263
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Vegetables, Netherlands	264
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Vegetables, Netherlands	264
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Vegetables, Netherlands	264
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Vegetables, Netherlands	265
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Vegetables, Netherlands	265
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Vegetables, Netherlands	266
Major Brands Listing by Company and Subsidiary, 2008	
6.5 Canned Vegetables Market Profile	267
Periscope for Canned Vegetables in Netherlands	267
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Vegetables, Netherlands	268
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Vegetables, Netherlands	268
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Vegetables, Netherlands	268
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Vegetables, Netherlands	269
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	269
Distribution Channels, Canned Vegetables, Netherlands	269
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Vegetables, Netherlands	270
Major Brands Listing by Company and Subsidiary, 2008	
6.6 Frozen Vegetables Market Profile	271
Periscope for Frozen Vegetables in Netherlands	271
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Vegetables, Netherlands	272
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Vegetables, Netherlands	272
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Vegetables, Netherlands	272
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Vegetables, Netherlands	273
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Vegetables, Netherlands	273
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Vegetables, Netherlands	274
Major Brands Listing by Company and Subsidiary, 2008	
6.7 Chilled Vegetables Market Profile	275
Periscope for Chilled Vegetables in Netherlands	275
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Vegetables, Netherlands	276
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Vegetables, Netherlands	276
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Vegetables, Netherlands	276
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Vegetables, Netherlands	277
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	277
Distribution Channels, Chilled Vegetables, Netherlands	277
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Vegetables, Netherlands	278
Major Brands Listing by Company and Subsidiary, 2008	
7. All Potato & Potato Products Market Profile	279
Periscope for All Potato & Potato Products in Netherlands	279
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Potato & Potato Products, Netherlands	280
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Potato & Potato Products, Netherlands	280
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Potato & Potato Products, Netherlands	280
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Potato & Potato Products, Netherlands	281
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Potato & Potato Products, Netherlands	281
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
7.1 Fresh Potatoes Market Profile	283
Periscope for Fresh Potatoes in Netherlands	283
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Potatoes, Netherlands	284
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Potatoes, Netherlands	284
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Potatoes, Netherlands	284
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Potatoes, Netherlands	285
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Potatoes, Netherlands	285

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	285
Major Brands, Fresh Potatoes, Netherlands	286
Major Brands Listing by Company and Subsidiary, 2008	
7.2 Potato Crisps Market Profile	287
Periscope for Potato Crisps in Netherlands	287
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Potato Crisps, Netherlands	288
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Potato Crisps, Netherlands	288
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Potato Crisps, Netherlands	288
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Potato Crisps, Netherlands	289
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Potato Crisps, Netherlands	289
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Potato Crisps, Netherlands	290
Major Brands Listing by Company and Subsidiary, 2008	
7.3 Frozen Potato Market Profile	291
Periscope for Frozen Potato in Netherlands	291
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Potato, Netherlands	292
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Potato, Netherlands	292
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Potato, Netherlands	292
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Potato, Netherlands	293
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Potato, Netherlands	293

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	293
Major Brands, Frozen Potato, Netherlands	294
Major Brands Listing by Company and Subsidiary, 2008	
7.4 Dehydrated Potato Market Profile	295
Periscope for Dehydrated Potato in Netherlands	295
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Potato, Netherlands	296
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Potato, Netherlands	296
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Potato, Netherlands	296
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Potato, Netherlands	297
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Potato, Netherlands	297
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Potato, Netherlands	298
Major Brands Listing by Company and Subsidiary, 2008	
8. All Dairy Products Market Profile	299
Periscope for All Dairy Products in Netherlands	299
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dairy Products, Netherlands	300
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dairy Products, Netherlands	300
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dairy Products, Netherlands	300
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dairy Products, Netherlands	301
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dairy Products, Netherlands	301

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	301
8.1 Liquid Milk Market Profile	303
Periscope for Liquid Milk in Netherlands	303
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Liquid Milk, Netherlands	304
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Liquid Milk, Netherlands	304
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Liquid Milk, Netherlands	304
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Liquid Milk, Netherlands	305
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Liquid Milk, Netherlands	305
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Liquid Milk, Netherlands	306
Major Brands Listing by Company and Subsidiary, 2008	
8.2 Cream Market Profile	307
Periscope for Cream in Netherlands	307
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cream, Netherlands	308
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cream, Netherlands	308
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cream, Netherlands	308
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cream, Netherlands	309
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cream, Netherlands	309
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cream, Netherlands	310

Major Brands Listing by Company and Subsidiary, 2008	310
8.3 Yoghurt Market Profile	311
Periscope for Yoghurt in Netherlands	311
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Yoghurt, Netherlands	312
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Yoghurt, Netherlands	312
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Yoghurt, Netherlands	312
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Yoghurt, Netherlands	313
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Yoghurt, Netherlands	313
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Yoghurt, Netherlands	314
Major Brands Listing by Company and Subsidiary, 2008	
8.4 Condensed Milk Market Profile	315
Periscope for Condensed Milk in Netherlands	315
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Condensed Milk, Netherlands	316
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Condensed Milk, Netherlands	316
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Condensed Milk, Netherlands	316
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Condensed Milk, Netherlands	317
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Condensed Milk, Netherlands	317
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Condensed Milk, Netherlands	318

Major Brands Listing by Company and Subsidiary, 2008	318
8.5 Powdered Milk Market Profile	319
Periscope for Powdered Milk in Netherlands	319
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powdered Milk, Netherlands	320
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Milk, Netherlands	320
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powdered Milk, Netherlands	320
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powdered Milk, Netherlands	321
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Milk, Netherlands	321
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Milk, Netherlands	322
Major Brands Listing by Company and Subsidiary, 2008	
8.6 Fresh Cheese Market Profile	323
Periscope for Fresh Cheese in Netherlands	323
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Cheese, Netherlands	324
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Cheese, Netherlands	324
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Cheese, Netherlands	324
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Cheese, Netherlands	325
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Cheese, Netherlands	325
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Cheese, Netherlands	326

Major Brands Listing by Company and Subsidiary, 2008	326
8.7 Natural Cheese Market Profile	327
Periscope for Natural Cheese in Netherlands	327
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Natural Cheese, Netherlands	328
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Natural Cheese, Netherlands	328
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Natural Cheese, Netherlands	328
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Natural Cheese, Netherlands	329
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Natural Cheese, Netherlands	329
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Natural Cheese, Netherlands	330
Major Brands Listing by Company and Subsidiary, 2008	
8.8 Processed Cheese Market Profile	331
Periscope for Processed Cheese in Netherlands	331
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Processed Cheese, Netherlands	332
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Processed Cheese, Netherlands	332
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Processed Cheese, Netherlands	332
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Processed Cheese, Netherlands	333
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Processed Cheese, Netherlands	333
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Processed Cheese, Netherlands	334

Major Brands Listing by Company and Subsidiary, 2008	334
8.9 Eggs Market Profile	335
Periscope for Eggs in Netherlands	335
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Eggs, Netherlands	336
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Eggs, Netherlands	336
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Eggs, Netherlands	336
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Eggs, Netherlands	337
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Eggs, Netherlands	337
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Eggs, Netherlands	338
Major Brands Listing by Company and Subsidiary, 2008	
9. All Desserts & Ice Cream Market Profile	339
Periscope for All Desserts & Ice Cream in Netherlands	339
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Desserts & Ice Cream, Netherlands	340
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Desserts & Ice Cream, Netherlands	340
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Desserts & Ice Cream, Netherlands	340
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Desserts & Ice Cream, Netherlands	341
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Desserts & Ice Cream, Netherlands	341
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
9.1 Ice Cream Market Profile	343

Periscope for Ice Cream in Netherlands	343
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ice Cream, Netherlands	344
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ice Cream, Netherlands	344
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ice Cream, Netherlands	344
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ice Cream, Netherlands	345
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ice Cream, Netherlands	345
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ice Cream, Netherlands	346
Major Brands Listing by Company and Subsidiary, 2008	
9.2 Chilled Dairy Desserts Market Profile	347
Periscope for Chilled Dairy Desserts in Netherlands	347
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Dairy Desserts, Netherlands	348
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Dairy Desserts, Netherlands	348
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Dairy Desserts, Netherlands	348
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Dairy Desserts, Netherlands	349
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Dairy Desserts, Netherlands	349
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Dairy Desserts, Netherlands	350
Major Brands Listing by Company and Subsidiary, 2008	
9.3 Powdered Desserts Market Profile	351

Periscope for Powdered Desserts in Netherlands	351
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powdered Desserts, Netherlands	352
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Desserts, Netherlands	352
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powdered Desserts, Netherlands	352
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powdered Desserts, Netherlands	353
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Desserts, Netherlands	353
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Desserts, Netherlands	354
Major Brands Listing by Company and Subsidiary, 2008	
10. All Oils & Fats Market Profile	355
Periscope for All Oils & Fats in Netherlands	355
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Oils & Fats, Netherlands	356
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Oils & Fats, Netherlands	356
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Oils & Fats, Netherlands	356
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Oils & Fats, Netherlands	357
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Oils & Fats, Netherlands	357
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.1 All Butter Market Profile	359
Periscope for All Butter in Netherlands	359
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, All Butter, Netherlands	360
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Butter, Netherlands	360
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Butter, Netherlands	360
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Butter, Netherlands	361
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Butter, Netherlands	361
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.11 Butter (standard) Market Profile	363
Periscope for Butter (standard) in Netherlands	363
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Butter (standard), Netherlands	364
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Butter (standard), Netherlands	364
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Butter (standard), Netherlands	364
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Butter (standard), Netherlands	365
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Butter (standard), Netherlands	365
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Butter (standard), Netherlands	366
Major Brands Listing by Company and Subsidiary, 2008	
10.12 Other Dairy Spreads Market Profile	367
Periscope for Other Dairy Spreads in Netherlands	367
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Dairy Spreads, Netherlands	368
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	368
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Dairy Spreads, Netherlands	368
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Dairy Spreads, Netherlands	368
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Dairy Spreads, Netherlands	369
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Dairy Spreads, Netherlands	369
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Dairy Spreads, Netherlands	370
Major Brands Listing by Company and Subsidiary, 2008	
10.2 All Margarine Market Profile	371
Periscope for All Margarine in Netherlands	371
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Margarine, Netherlands	372
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Margarine, Netherlands	372
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Margarine, Netherlands	372
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Margarine, Netherlands	373
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Margarine, Netherlands	373
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.21 Margarine (standard) Market Profile	375
Periscope for Margarine (standard) in Netherlands	375
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Margarine (standard), Netherlands	376
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for	

all market data below provided	376
Total Market Volume, Margarine (standard), Netherlands	376
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Margarine (standard), Netherlands	376
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Margarine (standard), Netherlands	377
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Margarine (standard), Netherlands	377
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Margarine (standard), Netherlands	378
Major Brands Listing by Company and Subsidiary, 2008	
10.22 Other Non-Dairy Spreads Market Profile	379
Periscope for Other Non-Dairy Spreads in Netherlands	379
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Non-Dairy Spreads, Netherlands	380
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Non-Dairy Spreads, Netherlands	380
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Non-Dairy Spreads, Netherlands	380
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Non-Dairy Spreads, Netherlands	381
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Non-Dairy Spreads, Netherlands	381
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Non-Dairy Spreads, Netherlands	382
Major Brands Listing by Company and Subsidiary, 2008	
10.3 All Edible Oils Market Profile	383
Periscope for All Edible Oils in Netherlands	383
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Edible Oils, Netherlands	384
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for	

all market data below provided	384
Total Market Volume, All Edible Oils, Netherlands	384
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Edible Oils, Netherlands	384
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Edible Oils, Netherlands	385
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Edible Oils, Netherlands	385
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.31 Olive Oil Market Profile	387
Periscope for Olive Oil in Netherlands	387
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Olive Oil, Netherlands	388
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Olive Oil, Netherlands	388
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Olive Oil, Netherlands	388
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Olive Oil, Netherlands	389
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Olive Oil, Netherlands	389
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Olive Oil, Netherlands	390
Major Brands Listing by Company and Subsidiary, 2008	
10.32 Other Oils Market Profile	391
Periscope for Other Oils in Netherlands	391
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Oils, Netherlands	392
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Oils, Netherlands	392

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	392
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Oils, Netherlands	392
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Oils, Netherlands	393
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Oils, Netherlands	393
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Oils, Netherlands	394
Major Brands Listing by Company and Subsidiary, 2008	
10.4 Cooking Fats (retail only) Market Profile	395
Periscope for Cooking Fats (retail only) in Netherlands	395
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cooking Fats (retail only), Netherlands	396
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cooking Fats (retail only), Netherlands	396
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cooking Fats (retail only), Netherlands	396
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cooking Fats (retail only), Netherlands	397
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cooking Fats (retail only), Netherlands	397
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cooking Fats (retail only), Netherlands	398
Major Brands Listing by Company and Subsidiary, 2008	
11. All Dressings & Condiments Market Profile	399
Periscope for All Dressings & Condiments in Netherlands	399
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dressings & Condiments, Netherlands	400
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dressings & Condiments, Netherlands	400

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	400
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dressings & Condiments, Netherlands	400
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dressings & Condiments, Netherlands	401
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dressings & Condiments, Netherlands	401
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
11.1 Mayonnaise Market Profile	403
Periscope for Mayonnaise in Netherlands	403
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mayonnaise, Netherlands	404
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mayonnaise, Netherlands	404
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mayonnaise, Netherlands	404
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mayonnaise, Netherlands	405
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mayonnaise, Netherlands	405
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mayonnaise, Netherlands	406
Major Brands Listing by Company and Subsidiary, 2008	
11.2 Salad Dressings Market Profile	407
Periscope for Salad Dressings in Netherlands	407
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Salad Dressings, Netherlands	408
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Salad Dressings, Netherlands	408
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	408
Total Market Value, Salad Dressings, Netherlands	408
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Salad Dressings, Netherlands	409
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Salad Dressings, Netherlands	409
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Salad Dressings, Netherlands	410
Major Brands Listing by Company and Subsidiary, 2008	
11.3 Ketchup Market Profile	411
Periscope for Ketchup in Netherlands	411
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ketchup, Netherlands	412
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ketchup, Netherlands	412
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ketchup, Netherlands	412
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ketchup, Netherlands	413
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ketchup, Netherlands	413
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ketchup, Netherlands	414
Major Brands Listing by Company and Subsidiary, 2008	
11.4 Vegetables in Vinegar Market Profile	415
Periscope for Vegetables in Vinegar in Netherlands	415
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vegetables in Vinegar, Netherlands	416
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vegetables in Vinegar, Netherlands	416
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	416
Total Market Value, Vegetables in Vinegar, Netherlands	416
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Vegetables in Vinegar, Netherlands	417
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vegetables in Vinegar, Netherlands	417
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vegetables in Vinegar, Netherlands	418
Major Brands Listing by Company and Subsidiary, 2008	
11.5 Mustard Market Profile	419
Periscope for Mustard in Netherlands	419
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mustard, Netherlands	420
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mustard, Netherlands	420
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mustard, Netherlands	420
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mustard, Netherlands	421
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mustard, Netherlands	421
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mustard, Netherlands	422
Major Brands Listing by Company and Subsidiary, 2008	
11.6 Table Salt Market Profile	423
Periscope for Table Salt in Netherlands	423
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Table Salt, Netherlands	424
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Table Salt, Netherlands	424
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	424
Total Market Value, Table Salt, Netherlands	424
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Table Salt, Netherlands	425
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Table Salt, Netherlands	425
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Table Salt, Netherlands	426
Major Brands Listing by Company and Subsidiary, 2008	
11.7 Herbs & Spices Market Profile	427
Periscope for Herbs & Spices in Netherlands	427
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbs & Spices, Netherlands	428
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbs & Spices, Netherlands	428
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Herbs & Spices, Netherlands	428
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbs & Spices, Netherlands	429
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbs & Spices, Netherlands	429
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbs & Spices, Netherlands	430
Major Brands Listing by Company and Subsidiary, 2008	
11.8 Vinegar Market Profile	431
Periscope for Vinegar in Netherlands	431
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vinegar, Netherlands	432
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vinegar, Netherlands	432
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	432
Total Market Value, Vinegar, Netherlands	432
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Vinegar, Netherlands	433
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vinegar, Netherlands	433
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vinegar, Netherlands	434
Major Brands Listing by Company and Subsidiary, 2008	
12. All Soups & Sauces Market Profile	435
Periscope for All Soups & Sauces in Netherlands	435
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soups & Sauces, Netherlands	436
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soups & Sauces, Netherlands	436
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Soups & Sauces, Netherlands	436
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soups & Sauces, Netherlands	437
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soups & Sauces, Netherlands	437
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.1 Canned and Cartoned Soup Market Profile	439
Periscope for Canned and Cartoned Soup in Netherlands	439
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned and Cartoned Soup, Netherlands	440
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned and Cartoned Soup, Netherlands	440
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned and Cartoned Soup, Netherlands	440

Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	440
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned and Cartoned Soup, Netherlands	441
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned and Cartoned Soup, Netherlands	441
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned and Cartoned Soup, Netherlands	442
Major Brands Listing by Company and Subsidiary, 2008	
12.2 Dehydrated Soup Market Profile	443
Periscope for Dehydrated Soup in Netherlands	443
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Soup, Netherlands	444
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Soup, Netherlands	444
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Soup, Netherlands	444
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Soup, Netherlands	445
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Soup, Netherlands	445
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Soup, Netherlands	446
Major Brands Listing by Company and Subsidiary, 2008	
12.3 Frozen Soup Market Profile	447
Periscope for Frozen Soup in Netherlands	447
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Soup, Netherlands	448
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Soup, Netherlands	448
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Soup, Netherlands	448

Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	448
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Soup, Netherlands	449
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Soup, Netherlands	449
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Soup, Netherlands	450
Major Brands Listing by Company and Subsidiary, 2008	
12.4 All Canned & Cartoned Sauces Market Profile	451
Periscope for All Canned & Cartoned Sauces in Netherlands	451
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Canned & Cartoned Sauces, Netherlands	452
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Canned & Cartoned Sauces, Netherlands	452
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Canned & Cartoned Sauces, Netherlands	452
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Canned & Cartoned Sauces, Netherlands	453
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Canned & Cartoned Sauces, Netherlands	453
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.41 Canned Tomato Market Profile	455
Periscope for Canned Tomato in Netherlands	455
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Tomato, Netherlands	456
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Tomato, Netherlands	456
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Tomato, Netherlands	456
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	456
Company Market Shares, Canned Tomato, Netherlands	457
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Tomato, Netherlands	457
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Tomato, Netherlands	458
Major Brands Listing by Company and Subsidiary, 2008	
12.42 Tomato Concentrate Market Profile	459
Periscope for Tomato Concentrate in Netherlands	459
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Tomato Concentrate, Netherlands	460
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Tomato Concentrate, Netherlands	460
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Tomato Concentrate, Netherlands	460
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Tomato Concentrate, Netherlands	461
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Tomato Concentrate, Netherlands	461
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Tomato Concentrate, Netherlands	462
Major Brands Listing by Company and Subsidiary, 2008	
12.43 Pasta Sauces Market Profile	463
Periscope for Pasta Sauces in Netherlands	463
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Pasta Sauces, Netherlands	464
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pasta Sauces, Netherlands	464
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pasta Sauces, Netherlands	464
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	464
Company Market Shares, Pasta Sauces, Netherlands	465
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pasta Sauces, Netherlands	465
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Pasta Sauces, Netherlands	466
Major Brands Listing by Company and Subsidiary, 2008	
12.44 Other Canned Sauces Market Profile	467
Periscope for Other Canned Sauces in Netherlands	467
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Canned Sauces, Netherlands	468
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Canned Sauces, Netherlands	468
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Canned Sauces, Netherlands	468
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Canned Sauces, Netherlands	469
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Canned Sauces, Netherlands	469
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Canned Sauces, Netherlands	470
Major Brands Listing by Company and Subsidiary, 2008	
12.5 Dehydrated Sauces Market Profile	471
Periscope for Dehydrated Sauces in Netherlands	471
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Sauces, Netherlands	472
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Sauces, Netherlands	472
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Sauces, Netherlands	472
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	472
Company Market Shares, Dehydrated Sauces, Netherlands	473
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Sauces, Netherlands	473
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Sauces, Netherlands	474
Major Brands Listing by Company and Subsidiary, 2008	
12.6 Bouillon Cubes Market Profile	475
Periscope for Bouillon Cubes in Netherlands	475
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bouillon Cubes, Netherlands	476
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bouillon Cubes, Netherlands	476
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bouillon Cubes, Netherlands	476
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bouillon Cubes, Netherlands	477
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bouillon Cubes, Netherlands	477
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bouillon Cubes, Netherlands	478
Major Brands Listing by Company and Subsidiary, 2008	
13. All Fresh & Processed Meat Market Profile	479
Periscope for All Fresh & Processed Meat in Netherlands	479
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Meat, Netherlands	480
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Meat, Netherlands	480
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Meat, Netherlands	480
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	480
Company Market Shares, All Fresh & Processed Meat, Netherlands	481
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Meat, Netherlands	481
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.1 All Fresh Meat Market Profile	483
Periscope for All Fresh Meat in Netherlands	483
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh Meat, Netherlands	484
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh Meat, Netherlands	484
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh Meat, Netherlands	484
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh Meat, Netherlands	485
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh Meat, Netherlands	485
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.11 Beef Market Profile	487
Periscope for Beef in Netherlands	487
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beef, Netherlands	488
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beef, Netherlands	488
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beef, Netherlands	488
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beef, Netherlands	489
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	

Distribution Channels, Beef, Netherlands	489
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beef, Netherlands	490
Major Brands Listing by Company and Subsidiary, 2008	
13.12 Pork Market Profile	491
Periscope for Pork in Netherlands	491
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Pork, Netherlands	492
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pork, Netherlands	492
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pork, Netherlands	492
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Pork, Netherlands	493
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pork, Netherlands	493
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Pork, Netherlands	494
Major Brands Listing by Company and Subsidiary, 2008	
13.13 Mutton Market Profile	495
Periscope for Mutton in Netherlands	495
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mutton, Netherlands	496
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mutton, Netherlands	496
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mutton, Netherlands	496
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mutton, Netherlands	497
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	

Distribution Channels, Mutton, Netherlands	497
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mutton, Netherlands	498
Major Brands Listing by Company and Subsidiary, 2008	
13.14 Poultry Market Profile	499
Periscope for Poultry in Netherlands	499
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Poultry, Netherlands	500
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Poultry, Netherlands	500
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Poultry, Netherlands	500
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Poultry, Netherlands	501
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Poultry, Netherlands	501
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Poultry, Netherlands	502
Major Brands Listing by Company and Subsidiary, 2008	
13.15 Other Fresh Meat Market Profile	503
Periscope for Other Fresh Meat in Netherlands	503
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Fresh Meat, Netherlands	504
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Fresh Meat, Netherlands	504
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Fresh Meat, Netherlands	504
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Fresh Meat, Netherlands	505
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	

Distribution Channels, Other Fresh Meat, Netherlands	505
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Fresh Meat, Netherlands	506
Major Brands Listing by Company and Subsidiary, 2008	
13.2 All Processed Meat Market Profile	507
Periscope for All Processed Meat in Netherlands	507
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Processed Meat, Netherlands	508
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Processed Meat, Netherlands	508
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Processed Meat, Netherlands	508
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Processed Meat, Netherlands	509
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Processed Meat, Netherlands	509
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.21 Canned Meat Market Profile	511
Periscope for Canned Meat in Netherlands	511
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Meat, Netherlands	512
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Meat, Netherlands	512
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Meat, Netherlands	512
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Meat, Netherlands	513
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Meat, Netherlands	513
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Canned Meat, Netherlands	514
Major Brands Listing by Company and Subsidiary, 2008	
13.22 Frozen Convenience meat Market Profile	515
Periscope for Frozen Convenience meat in Netherlands	515
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Convenience meat, Netherlands	516
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Convenience meat, Netherlands	516
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Convenience meat, Netherlands	516
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Convenience meat, Netherlands	517
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Convenience meat, Netherlands	517
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Convenience meat, Netherlands	518
Major Brands Listing by Company and Subsidiary, 2008	
13.23 Cured Meat Market Profile	519
Periscope for Cured Meat in Netherlands	519
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cured Meat, Netherlands	520
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cured Meat, Netherlands	520
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cured Meat, Netherlands	520
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cured Meat, Netherlands	521
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cured Meat, Netherlands	521
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Cured Meat, Netherlands	522
Major Brands Listing by Company and Subsidiary, 2008	
13.24 Bacon & Ham Market Profile	523
Periscope for Bacon & Ham in Netherlands	523
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bacon & Ham, Netherlands	524
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bacon & Ham, Netherlands	524
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bacon & Ham, Netherlands	524
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bacon & Ham, Netherlands	525
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bacon & Ham, Netherlands	525
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bacon & Ham, Netherlands	526
Major Brands Listing by Company and Subsidiary, 2008	
13.25 Delicatessen Products Market Profile	527
Periscope for Delicatessen Products in Netherlands	527
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Delicatessen Products, Netherlands	528
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Delicatessen Products, Netherlands	528
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Delicatessen Products, Netherlands	528
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Delicatessen Products, Netherlands	529
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Delicatessen Products, Netherlands	529
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	

Major Brands, Delicatessen Products, Netherlands	530
Major Brands Listing by Company and Subsidiary, 2008	
14. All Fresh & Processed Fish Market Profile	531
Periscope for All Fresh & Processed Fish in Netherlands	531
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Fish, Netherlands	532
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Fish, Netherlands	532
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Fish, Netherlands	532
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh & Processed Fish, Netherlands	533
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Fish, Netherlands	533
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
14.1 Fresh Fish Market Profile	535
Periscope for Fresh Fish in Netherlands	535
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fish, Netherlands	536
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fish, Netherlands	536
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fish, Netherlands	536
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fish, Netherlands	537
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Fish, Netherlands	537
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fish, Netherlands	538
Major Brands Listing by Company and Subsidiary, 2008	

14.2 Canned Fish Market Profile	539
Periscope for Canned Fish in Netherlands	539
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fish, Netherlands	540
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Fish, Netherlands	540
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fish, Netherlands	540
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fish, Netherlands	541
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Fish, Netherlands	541
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fish, Netherlands	542
Major Brands Listing by Company and Subsidiary, 2008	
14.3 Frozen Fish Market Profile	543
Periscope for Frozen Fish in Netherlands	543
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fish, Netherlands	544
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fish, Netherlands	544
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fish, Netherlands	544
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fish, Netherlands	545
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Fish, Netherlands	545
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Fish, Netherlands	546
Major Brands Listing by Company and Subsidiary, 2008	

14.4 Other Processed Fish Market Profile	547
Periscope for Other Processed Fish in Netherlands	547
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Processed Fish, Netherlands	548
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Processed Fish, Netherlands	548
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Processed Fish, Netherlands	548
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Processed Fish, Netherlands	549
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Processed Fish, Netherlands	549
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Processed Fish, Netherlands	550
Major Brands Listing by Company and Subsidiary, 2008	
15. All Ready Meals Market Profile	551
Periscope for All Ready Meals in Netherlands	551
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Ready Meals, Netherlands	552
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Ready Meals, Netherlands	552
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Ready Meals, Netherlands	552
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Ready Meals, Netherlands	553
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Ready Meals, Netherlands	553
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
15.1 Canned Pasta Market Profile	555
Periscope for Canned Pasta in Netherlands	555

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	555
Introduction, Canned Pasta, Netherlands	556
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Pasta, Netherlands	556
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Pasta, Netherlands	556
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Pasta, Netherlands	557
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Pasta, Netherlands	557
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Pasta, Netherlands	558
Major Brands Listing by Company and Subsidiary, 2008	
15.2 Canned Ready Meals Market Profile	559
Periscope for Canned Ready Meals in Netherlands	559
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Ready Meals, Netherlands	560
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Ready Meals, Netherlands	560
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Ready Meals, Netherlands	560
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Ready Meals, Netherlands	561
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Ready Meals, Netherlands	561
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Ready Meals, Netherlands	562
Major Brands Listing by Company and Subsidiary, 2008	
15.3 Dehydrated Ready Meals Market Profile	563
Periscope for Dehydrated Ready Meals in Netherlands	563

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	563
Introduction, Dehydrated Ready Meals, Netherlands	564
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Ready Meals, Netherlands	564
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Ready Meals, Netherlands	564
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Ready Meals, Netherlands	565
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Ready Meals, Netherlands	565
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Ready Meals, Netherlands	566
Major Brands Listing by Company and Subsidiary, 2008	
15.4 Frozen Pizza Market Profile	567
Periscope for Frozen Pizza in Netherlands	567
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pizza, Netherlands	568
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pizza, Netherlands	568
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pizza, Netherlands	568
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pizza, Netherlands	569
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pizza, Netherlands	569
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Pizza, Netherlands	570
Major Brands Listing by Company and Subsidiary, 2008	
15.5 Frozen Ready Meals Market Profile	571
Periscope for Frozen Ready Meals in Netherlands	571

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	571
Introduction, Frozen Ready Meals, Netherlands	572
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Ready Meals, Netherlands	572
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Ready Meals, Netherlands	572
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Ready Meals, Netherlands	573
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Ready Meals, Netherlands	573
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Ready Meals, Netherlands	574
Major Brands Listing by Company and Subsidiary, 2008	
15.6 Chilled Ready Meals Market Profile	575
Periscope for Chilled Ready Meals in Netherlands	575
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Ready Meals, Netherlands	576
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Ready Meals, Netherlands	576
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Ready Meals, Netherlands	576
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Ready Meals, Netherlands	577
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Ready Meals, Netherlands	577
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chilled Ready Meals, Netherlands	578
Major Brands Listing by Company and Subsidiary, 2008	
15.7 Sandwiches Market Profile	579
Periscope for Sandwiches in Netherlands	579

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	579
Introduction, Sandwiches, Netherlands	580
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sandwiches, Netherlands	580
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sandwiches, Netherlands	580
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sandwiches, Netherlands	581
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sandwiches, Netherlands	581
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sandwiches, Netherlands	582
Major Brands Listing by Company and Subsidiary, 2008	
16. All Hot Beverages Market Profile	583
Periscope for All Hot Beverages in Netherlands	583
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Hot Beverages, Netherlands	584
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Hot Beverages, Netherlands	584
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Hot Beverages, Netherlands	584
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Hot Beverages, Netherlands	585
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Hot Beverages, Netherlands	585
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
16.1 Bean and Ground Coffee Market Profile	587
Periscope for Bean and Ground Coffee in Netherlands	587
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bean and Ground Coffee, Netherlands	588

Detailed product definition, including local market particularities	588
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bean and Ground Coffee, Netherlands	588
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bean and Ground Coffee, Netherlands	588
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bean and Ground Coffee, Netherlands	589
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bean and Ground Coffee, Netherlands	589
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bean and Ground Coffee, Netherlands	590
Major Brands Listing by Company and Subsidiary, 2008	
16.2 Soluble Coffee Market Profile	591
Periscope for Soluble Coffee in Netherlands	591
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soluble Coffee, Netherlands	592
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soluble Coffee, Netherlands	592
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soluble Coffee, Netherlands	592
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soluble Coffee, Netherlands	593
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soluble Coffee, Netherlands	593
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soluble Coffee, Netherlands	594
Major Brands Listing by Company and Subsidiary, 2008	
16.3 Coffee Substitutes Market Profile	595
Periscope for Coffee Substitutes in Netherlands	595
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Coffee Substitutes, Netherlands	596

Detailed product definition, including local market particularities	596
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Coffee Substitutes, Netherlands	596
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Coffee Substitutes, Netherlands	596
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Coffee Substitutes, Netherlands	597
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Coffee Substitutes, Netherlands	597
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Coffee Substitutes, Netherlands	598
Major Brands Listing by Company and Subsidiary, 2008	
16.4 Black Tea Market Profile	599
Periscope for Black Tea in Netherlands	599
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Black Tea, Netherlands	600
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Black Tea, Netherlands	600
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Black Tea, Netherlands	600
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Black Tea, Netherlands	601
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Black Tea, Netherlands	601
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Black Tea, Netherlands	602
Major Brands Listing by Company and Subsidiary, 2008	
16.5 Herbal Teas Market Profile	603
Periscope for Herbal Teas in Netherlands	603
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbal Teas, Netherlands	604

Detailed product definition, including local market particularities	604
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbal Teas, Netherlands	604
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Herbal Teas, Netherlands	604
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbal Teas, Netherlands	605
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbal Teas, Netherlands	605
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbal Teas, Netherlands	606
Major Brands Listing by Company and Subsidiary, 2008	
16.6 Powd. Choc. & Malted Drinks Market Profile	607
Periscope for Powd. Choc. & Malted Drinks in Netherlands	607
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powd. Choc. & Malted Drinks, Netherlands	608
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powd. Choc. & Malted Drinks, Netherlands	608
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powd. Choc. & Malted Drinks, Netherlands	608
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powd. Choc. & Malted Drinks, Netherlands	609
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powd. Choc. & Malted Drinks, Netherlands	609
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powd. Choc. & Malted Drinks, Netherlands	610
Major Brands Listing by Company and Subsidiary, 2008	
17. All Soft Drinks & Juices Market Profile	611
Periscope for All Soft Drinks & Juices in Netherlands	611
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soft Drinks & Juices, Netherlands	612

Detailed product definition, including local market particularities	612
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soft Drinks & Juices, Netherlands	612
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Soft Drinks & Juices, Netherlands	612
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soft Drinks & Juices, Netherlands	613
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soft Drinks & Juices, Netherlands	613
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.1 Mineral Water Market Profile	615
Periscope for Mineral Water in Netherlands	615
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mineral Water, Netherlands	616
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mineral Water, Netherlands	616
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mineral Water, Netherlands	616
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mineral Water, Netherlands	617
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mineral Water, Netherlands	617
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mineral Water, Netherlands	618
Major Brands Listing by Company and Subsidiary, 2008	
17.2 Soft Drinks Market Profile	619
Periscope for Soft Drinks in Netherlands	619
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soft Drinks, Netherlands	620
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	620
Total Market Volume, Soft Drinks, Netherlands	620
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soft Drinks, Netherlands	620
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soft Drinks, Netherlands	621
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soft Drinks, Netherlands	621
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soft Drinks, Netherlands	622
Major Brands Listing by Company and Subsidiary, 2008	
17.3 Fruit Juices and Drinks Market Profile	623
Periscope for Fruit Juices and Drinks in Netherlands	623
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices and Drinks, Netherlands	624
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices and Drinks, Netherlands	624
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices and Drinks, Netherlands	624
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Juices and Drinks, Netherlands	625
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices and Drinks, Netherlands	625
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.31 Fruit Juices Market Profile	627
Periscope for Fruit Juices in Netherlands	627
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices, Netherlands	628
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Fruit Juices, Netherlands	628
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices, Netherlands	628
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Juices, Netherlands	629
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices, Netherlands	629
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Juices, Netherlands	630
Major Brands Listing by Company and Subsidiary, 2008	
17.32 Fruit Drinks Market Profile	631
Periscope for Fruit Drinks in Netherlands	631
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Drinks, Netherlands	632
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Drinks, Netherlands	632
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Drinks, Netherlands	632
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Drinks, Netherlands	633
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Drinks, Netherlands	633
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Drinks, Netherlands	634
Major Brands Listing by Company and Subsidiary, 2008	
17.4 Squashes and Concentrates Market Profile	635
Periscope for Squashes and Concentrates in Netherlands	635
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Squashes and Concentrates, Netherlands	636
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Squashes and Concentrates, Netherlands	636
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Squashes and Concentrates, Netherlands	636
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Squashes and Concentrates, Netherlands	637
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Squashes and Concentrates, Netherlands	637
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Squashes and Concentrates, Netherlands	638
Major Brands Listing by Company and Subsidiary, 2008	
17.5 Health & Sports Drinks Market Profile	639
Periscope for Health & Sports Drinks in Netherlands	639
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Health & Sports Drinks, Netherlands	640
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Health & Sports Drinks, Netherlands	640
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Health & Sports Drinks, Netherlands	640
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Health & Sports Drinks, Netherlands	641
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Health & Sports Drinks, Netherlands	641
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Health & Sports Drinks, Netherlands	642
Major Brands Listing by Company and Subsidiary, 2008	
17.6 Iced Tea Market Profile	643
Periscope for Iced Tea in Netherlands	643
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Iced Tea, Netherlands	644
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Iced Tea, Netherlands	644
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Iced Tea, Netherlands	644
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Iced Tea, Netherlands	645
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Iced Tea, Netherlands	645
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Iced Tea, Netherlands	646
Major Brands Listing by Company and Subsidiary, 2008	
18. All Alcoholic Beverages Market Profile	647
Periscope for All Alcoholic Beverages in Netherlands	647
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Alcoholic Beverages, Netherlands	648
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Alcoholic Beverages, Netherlands	648
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Alcoholic Beverages, Netherlands	648
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Alcoholic Beverages, Netherlands	649
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Alcoholic Beverages, Netherlands	649
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.1 Beer Market Profile	651
Periscope for Beer in Netherlands	651
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beer, Netherlands	652
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beer, Netherlands	652
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	652
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beer, Netherlands	652
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beer, Netherlands	653
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Beer, Netherlands	653
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beer, Netherlands	654
Major Brands Listing by Company and Subsidiary, 2008	
18.2 Wine Market Profile	655
Periscope for Wine in Netherlands	655
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Wine, Netherlands	656
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Wine, Netherlands	656
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Wine, Netherlands	656
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Wine, Netherlands	657
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Wine, Netherlands	657
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.21 Still Wine Market Profile	659
Periscope for Still Wine in Netherlands	659
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Still Wine, Netherlands	660
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Still Wine, Netherlands	660
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Still Wine, Netherlands	660
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Still Wine, Netherlands	661
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Still Wine, Netherlands	661
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Still Wine, Netherlands	662
Major Brands Listing by Company and Subsidiary, 2008	
18.22 Sparkling Wine Market Profile	663
Periscope for Sparkling Wine in Netherlands	663
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sparkling Wine, Netherlands	664
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sparkling Wine, Netherlands	664
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sparkling Wine, Netherlands	664
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sparkling Wine, Netherlands	665
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sparkling Wine, Netherlands	665
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sparkling Wine, Netherlands	666
Major Brands Listing by Company and Subsidiary, 2008	
18.3 Aperitifs & Spirits Market Profile	667
Periscope for Aperitifs & Spirits in Netherlands	667
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Aperitifs & Spirits, Netherlands	668
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Aperitifs & Spirits, Netherlands	668
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Aperitifs & Spirits, Netherlands	668
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Aperitifs & Spirits, Netherlands	669
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Aperitifs & Spirits, Netherlands	669
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Aperitifs & Spirits, Netherlands	670
Major Brands Listing by Company and Subsidiary, 2008	
19. All Baby Foods Market Profile	671
Periscope for All Baby Foods in Netherlands	671
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Baby Foods, Netherlands	672
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Baby Foods, Netherlands	672
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Baby Foods, Netherlands	672
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Baby Foods, Netherlands	673
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Baby Foods, Netherlands	673
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
19.1 Baby Jars Market Profile	675
Periscope for Baby Jars in Netherlands	675
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Jars, Netherlands	676
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Jars, Netherlands	676
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Jars, Netherlands	676
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	676
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Baby Jars, Netherlands	677
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Jars, Netherlands	677
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Jars, Netherlands	678
Major Brands Listing by Company and Subsidiary, 2008	
19.2 Baby Milks Market Profile	679
Periscope for Baby Milks in Netherlands	679
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Milks, Netherlands	680
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Milks, Netherlands	680
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Milks, Netherlands	680
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Baby Milks, Netherlands	681
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Milks, Netherlands	681
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Milks, Netherlands	682
Major Brands Listing by Company and Subsidiary, 2008	
19.3 Other Baby Foods Market Profile	683
Periscope for Other Baby Foods in Netherlands	683
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Baby Foods, Netherlands	684
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Baby Foods, Netherlands	684
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Baby Foods, Netherlands	684
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	684
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Baby Foods, Netherlands	685
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Baby Foods, Netherlands	685
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Baby Foods, Netherlands	686
Major Brands Listing by Company and Subsidiary, 2008	
20. All Petfoods Market Profile	687
Periscope for All Petfoods in Netherlands	687
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Petfoods, Netherlands	688
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Petfoods, Netherlands	688
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per pet retail, foodservice and total market consumption, 2007	
Total Market Value, All Petfoods, Netherlands	688
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per pet retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Petfoods, Netherlands	689
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Petfoods, Netherlands	689
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
20.1 Canned Cat Food Market Profile	691
Periscope for Canned Cat Food in Netherlands	691
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Cat Food, Netherlands	692
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Cat Food, Netherlands	692
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Cat Food, Netherlands	692
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	

Company Market Shares, Canned Cat Food, Netherlands	693
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Cat Food, Netherlands	693
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Cat Food, Netherlands	694
Major Brands Listing by Company and Subsidiary, 2008	
20.2 Canned Dog Food Market Profile	695
Periscope for Canned Dog Food in Netherlands	695
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Dog Food, Netherlands	696
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Dog Food, Netherlands	696
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Dog Food, Netherlands	696
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Dog Food, Netherlands	697
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Dog Food, Netherlands	697
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Dog Food, Netherlands	698
Major Brands Listing by Company and Subsidiary, 2008	
20.3 Dry/Semi-Moist Cat Food Market Profile	699
Periscope for Dry/Semi-Moist Cat Food in Netherlands	699
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Cat Food, Netherlands	700
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Cat Food, Netherlands	700
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Cat Food, Netherlands	700
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	

Company Market Shares, Dry/Semi-Moist Cat Food, Netherlands	701
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Cat Food, Netherlands	701
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Cat Food, Netherlands	702
Major Brands Listing by Company and Subsidiary, 2008	
20.4 Dry/Semi-Moist Dog food Market Profile	703
Periscope for Dry/Semi-Moist Dog food in Netherlands	703
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Dog food, Netherlands	704
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Dog food, Netherlands	704
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Dog food, Netherlands	704
Retail, Foodservice and Total Demand, in US Dollars and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry/Semi-Moist Dog food, Netherlands	705
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Dog food, Netherlands	705
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Dog food, Netherlands	706
Major Brands Listing by Company and Subsidiary, 2008	
Company Profiles in Netherlands	707
ALL companies and subsidiaries identified in the markets covered listed	
Holding Company Country and Product Market Shares & Rankings (updated monthly)	
Note: Applying 2008 Company Market Shares to 2007 Market Value data	
ABF to ABN Amro	708
ABN Amro to AKZO	709
Aarts Conserven to Advang	710
Advang to Agrolimen	711
Ahold to AI-Food	712
Albro to Anova	713
Apetito to BPW	714
Baarsma to Bakkers-land	715
Bakkers-land to Barry Callebaut	716
Bato to Biocell	717
Biophar to Bonduelle	718

Bongrain to Brauer	719
Brown- Forman to CVC Capital	720
CVC Capital to Campbell Soup	721
Campbell Soup to Campina	722
Campina	723
CapVest Equity to Caves de Lugny	724
CdN to Cecab	725
Cecab to Coca-Cola	726
Coca-Cola to Coopagri Bretagne	727
Coppen. & Wiese to Coveco	728
DCA Int'l to Danone	729
Danone to De Graaf's	730
De Kroon to Dekkers	731
Delverde to Divella	732
Doc Kaas to Dujardin Foods	733
Döhler Citrus to Epos	734
Erlen-bacher to FL Group	735
FL Group to Ferrero	736
Final-realm to Fortis Equity	737
Fortuin to Friesland Coberco	738
Friesland Coberco	739
Friesland Coberco to General Mills	740
Geurts to Gouwzee	741
Granaria to Grupo La Doria	742
Grupo SOS to Harry's Benelux	743
Hazel to Heineken	744
Heineken to Heinz	745
Heinz	746
Heinz to Henk Kraan	747
Henri Willg to Hero	748
Hero to Hochland	749
Hoeve to IJspaleis	750
IJspaleis to Inter-snack	751
Inter-snack to KLM Catering	752
Katjes Fassin to Klaas Puul	753
Klijnnoot to Koopmans	754
Kraft Foods	755
Kraft Foods to Kuchen-meister	756
Kwetters to Laue	757
Laurus to Lorenz Snack	758
Lorenz Snack to Mantua Surgelati	759
Marina to Mars	760
Mars to Martinair	761
Max Havelaar to McCain	762
McCormick to Meatpoint	763
Meli to Moraco	764

Müller to Nederl. Kaas Unie	765
Nederl. Kaas Unie to Nestlé	766
Nestlé	767
Nestlé	768
Nestlé to Nissin Foods	769
Nolet to Oetker	770
Oetker to Ontario Teachers	771
Oostrom to Parlevliet & Plas	772
Parmalat to PepsiCo	773
PepsiCo to Permira	774
Permira to Pinguin	775
Poell Jos to Prins & Dingemanse	776
Profood to Remia	777
Remia to Roem v. Yerseke	778
Rohan Beheer to Sabatasso	779
Safari to Sara Lee	780
Sara Lee to Sauce Maasluis	781
Sauce Maasluis to Setz- Apart	782
Siber Hegner to Smithfield Foods	783
Smithfield Foods to Storck	784
Stroomberg to Stuard	785
Südzucker to Ten Kate	786
Ter Beke to Toms	787
Ton Puts to Unilever	788
Unilever	789
Unilever	790
Unilever	791
Unilever to Uniq	792
Uniq to Van Dijk Foods	793
Van Dijk Foods to Van Drie	794
Van Drie to Van der Kroon	795
Van der Meulen to Verre Oosten	796
Verstegen to Vion	797
Vion to Wessanen	798
Wessanen	799
Wessanen to Zandvliet	800
Zandvliet to Zentis	801

Major Brands And 'Who Owns Whom' in Netherlands 803

Holding Companies, Key Local Subsidiaries and Major Brands systematically identified by product and country	
Major Brands by Product Market	805
1.1 Flour (retail only)	805
1.2 Bread Products	805
1.3 Crispbread	805
1.4 Industrial Pastry	805

1.5 Biscuits	805
1.6 Frozen Pastry Products	806
1.71 Fresh Pasta	806
1.72 Dry Pasta	806
2.1 Rice	806
2.2 Breakfast Cereals	806
3.1 Sugar	807
3.2 Artificial Sweeteners	807
4.1 Jams & Marmalade	807
4.2 Honey	807
4.3 Other Sweet Spreads	807
5.11 Chewing Gum	807
5.12 Other Sugar Confectionery	807
5.21 Chocolate Countlines	808
5.22 Other Chocolate Confectionery	808
5.31 Nuts	809
5.32 Savoury Biscuits	809
5.33 Extruded Snacks	809
6.1 Fresh Fruit	809
6.2 Canned Fruit	809
6.3 Frozen Fruit	809
6.4 Fresh Vegetables	810
6.5 Canned Vegetables	810
6.6 Frozen Vegetables	810
6.7 Chilled Vegetables	810
7.1 Fresh Potatoes	810
7.2 Potato Crisps	810
7.3 Frozen Potato	810
7.4 Dehydrated Potato	811
8.1 Liquid Milk	811
8.2 Cream	811
8.3 Yoghurt	811
8.4 Condensed Milk	811
8.5 Powdered Milk	812
8.6 Fresh Cheese	812
8.7 Natural Cheese	812
8.8 Processed Cheese	813
8.9 Eggs	813
9.1 Ice Cream	813
9.2 Chilled Dairy Desserts	814
9.3 Powdered Desserts	814
10.11 Butter (standard)	814
10.12 Other Dairy Spreads	814
10.21 Margarine (standard)	814
10.22 Other Non-Dairy Spreads	814
10.31 Olive Oil	814

10.32 Other Oils	815
10.4 Cooking Fats (retail only)	815
11.1 Mayonnaise	815
11.2 Salad Dressings	815
11.3 Ketchup	815
11.4 Vegetables in Vinegar	815
11.5 Mustard	815
11.6 Table Salt	816
11.7 Herbs & Spices	816
11.8 Vinegar	816
12.1 Canned and Cartoned Soup	816
12.2 Dehydrated Soup	816
12.3 Frozen Soup	816
12.41 Canned Tomato	816
12.42 Tomato Concentrate	816
12.43 Pasta Sauces	816
12.44 Other Canned Sauces	816
12.5 Dehydrated Sauces	817
12.6 Bouillon Cubes	817
13.11 Beef	817
13.12 Pork	817
13.13 Mutton	817
13.14 Poultry	817
13.15 Other Fresh Meat	817
13.21 Canned Meat	818
13.22 Frozen Convenience meat	818
13.23 Cured Meat	818
13.24 Bacon & Ham	818
13.25 Delicatessen Products	819
14.1 Fresh Fish	819
14.2 Canned Fish	819
14.3 Frozen Fish	819
14.4 Other Processed Fish	820
15.1 Canned Pasta	820
15.2 Canned Ready Meals	820
15.3 Dehydrated Ready Meals	820
15.4 Frozen Pizza	820
15.5 Frozen Ready Meals	820
15.6 Chilled Ready Meals	821
15.7 Sandwiches	821
16.1 Bean and Ground Coffee	821
16.2 Soluble Coffee	821
16.3 Coffee Substitutes	821
16.4 Black Tea	822
16.5 Herbal Teas	822
16.6 Powd. Choc. & Malted Drinks	822

17.1 Mineral Water	822
17.2 Soft Drinks	822
17.31 Fruit Juices	822
17.32 Fruit Drinks	823
17.4 Squashes and Concentrates	823
17.5 Health & Sports Drinks	823
17.6 Iced Tea	823
18.1 Beer	823
18.21 Still Wine	824
18.22 Sparkling Wine	825
18.3 Aperitifs & Spirits	825
19.1 Baby Jars	826
19.2 Baby Milks	826
19.3 Other Baby Foods	826
20.1 Canned Cat Food	826
20.2 Canned Dog Food	826
20.3 Dry/Semi-Moist Cat Food	826
20.4 Dry/Semi-Moist Dog food	826
Major Brands by Holding Company	829
ABN Amro to Ahold	829
Ahold to Bakkersland	830
Balvers to CVC Capital Partners	831
CVC Capital Partners to CapVest Equity	832
Cargill to Continentale de Nutrition	833
Coopagri Bretagne to Dekkers	834
Delverde to Farno Fine Foods	835
Ferrero to Friesland Coberco	836
Friesland Coberco to Hebron	837
Heemskerk to Heristo	838
Hermes to Katjes Fassin	839
Kellogg to Kroes	840
Krüger to Mars	841
Mars to Nederlandse Kaas Unie	842
Nestlé to Oetker	843
Oetker to Perfetti	844
Perfetti to Reh-Kendermann	845
Remia to Sara Lee	846
Sara Lee to Tabletop Acquisitions	847
Tabletop Acquisitions to Unilever	848
Unilever to Vandemoortele	849
Vandersterre to Zandvliet	850
Zandvliet to Zentis	851

(blank page)