

Italy

The Food and Drink Market

[21th Annual 2011/2012 edition, 700-1000 pages]

(Includes free access to continuous updating online)

This report features complete volume and value market demand data for all products for 2005, 2009 and 2010, and forecasts for 2011, 2012 and 2013. Company market shares and brands are provided for all product markets for 2011 (and continuously updated online).

" Benefit from FFT's Knowledge Base built up over 20 years "

Food for Thought (FFT) pioneered the first pan-European food & drink markets database way back in 1990, some 20 years ago. It has grown from these early beginnings to cover 25 countries in North America and Europe, for each of which an annual "Country Report" is available.

Five years ago now, FFT launched its innovative online database enabling any combination of countries, companies and products to be produced in *real-time* . Well over 1000 clients now use this service either occasionally as needs arise, or in the form of annual free access subscriptions. The present report includes free online access to the database for the countries ordered.

25 country reports are available (see list of Matching Reports below) on a standard format. All run to some 800 to 1000 pages and are produced on order from the continuously updated online database.

Online access to the database is provided.

" Get Complete Hard Data Coverage of All Food and Drink Markets "

The 60-page Executive Summary in this country report provides demand and supply market analysis covering 30 product group areas such as Frozen Foods, Dairy Markets or Ready Meals. In the Full Report, this data is broken down into well over 100 products.

"You Can Compare and Assess All the Markets Covered "

This hard data report covers the entire food and drink market. A uniform product definition is applied to all markets, enabling all individual markets to be compared and assessed (size, growth, per capita consumption and expenditure, competitive environment, etc.).

The uniform product definition applied is:

"Market data refer to: **"All products sold for final human consumption"**, in retail, foodservice and artisanal markets (own-produced for own sale, e.g. bakers), thus excluding industrial and intermediate consumption and auto-consumption."

" A Wide Range of Food and Drink Markets Are Covered "

An unrivalled **hard data** compilation of the entire food and drink market is provided. Altogether **146 product markets** are covered (see Product List), comprising 114 single product markets and 32 product groups such as "Ready Meals" grouping the relevant single product markets. Full **Product Definitions** are provided in 6 languages (Click [*i*] next to the product name on the product list).

Strategic Vision

A unique strategic vision of this country market is presented, identifying promising growth areas and strong or weak per capita consumption and expenditure by comparing product markets systematically to the average data for the 25 countries covered in the database (North America and all Europe). In particular, the strengths and weaknesses of the numerous companies present are highlighted.

" Quick and Easy Access to Any Data "

Online: FFT's sophisticated proprietary programs users to access any choice of market or company data online rapidly.

Country Reports: Large online reports, such as the pdf version of the Country Report proposed, provide detailed bookmarks for immediate access to the desired information among 800 and more pages.

" Be Fully Up-To-Date All The Time ! "

The underlying food & drink markets database is continuously updated, for example in regard to ongoing merger and acquisition activity, thus providing fully up-to-date analysis at all times with the online subscription provided with this report (up until the next annual edition).

" The Report Structure is Straightforward "

The report includes (see also [Table of Contents](#)):

- A detailed 60-page **Executive Summary** in the form of commented graphs and data tables.
- Altogether, [146 country and product markets](#) are covered by this report (see Product List). For each product, a basic 4-page folio covering demand, supply and brands is provided (see Sample Report). Thus the 146 Product Market Folios so provided alone add up to over 600 pages.
- A complete alphabetic Company Profiles table is provided, usually covering several hundred holding companies and subsidiaries (see [Company List](#)), together with each holding company's key subsidiaries, market shares and brands by product.

" Wide-ranging In-Depth Data Coverage "

146 Products

114 Individual Product Markets plus 32 Product Groups, or 146 Product Markets altogether.

958 Companies:

Altogether 958 holding, independent and subsidiary companies (see company listing, can vary slightly with continuous updating).

1354 Company Market Shares:

Altogether 1354 company market shares by product and country (can vary slightly with continuous updating).

Mergers and Acquisitions:

Data tables continuously updated with online subscription. M&A listings e-mailed regularly and provided free online. Product markets affected are specified.

Own Label

Own Label, Branded, Unbranded and Artisanal (own made for own sale, e.g. independent bakers) market shares by product.

Major Brands

Major brands listed by country, product, holding or independent companies and subsidiaries.

Supporting Annexes:

Several supporting annexes such as exchange rates, population and pet data, company abbreviations (occasionally used in tables for space reasons), etc. are available free online.

And for Each and Every Product Covered

Retail, Foodservice and Total Demand:

Total and per capita, volume and value, for 2005, 2009 and 2010 Country rankings by market size, by growth, and by per capita consumption and expenditure provided.

Demand Trends:

2005-2010 growth by total product market, and volume and value (both by real % growth and by actual volumes and values).

Forecast Growth:

2011, 2012, and 2013 Forecast Volume and Value Markets for all Product Markets, (both by real % growth and by actual volumes and values).

Company Market Shares:

1354 company market shares by product, country and region in July 2011 (continuously updated online), are presented by product market, identifying the market leaders by product market.

Company Profiles:

All holding companies identified are listed alphabetically with their key subsidiaries by country, detailing the product markets in which the latest market shares have been identified. The overall share in the present market is calculated. The estimated percent contribution of each product to final (retail + foodservice) sales is also provided.

Why You Should Buy This Report

This report provides a complete quantitative, **hard data** demand and supply analysis of final human consumption in the country and product markets listed below (see also [Table of Contents](#)). All product markets are carefully defined so as to be comparable across all countries.

Taken together with the online subscription to the continuously updated food & drink markets database included, this report provides a fully up-to-date corporate "map" of the major players and market trends, providing valuable support to strategic marketing decisions, in particular regarding:

- Strategic Planning
- Marketing & Sales
- Mergers and Acquisitions
- Market Opportunities & Risks
- Company Strengths & Weaknesses

DELIVERABLES

When delivered:

Usually with two working days, and often same day as order, as a pdf attachment to an email. The online subscription is opened simultaneously.

Edition, No. of Pages:

Edition: Continuously updated to preceding month. Estimated 900 pages.

Presentation:

The printable report is produced at time of order from the continuously updated database, and consists essentially of hard data provided in the form of detailed graphs, charts and data tables.

Electronic Support PDF:

The standard pdf report delivered by e-mail can be printed and then photocopied recto-verso, and is designed to then drop into a 4-ring folder as a complete report, including cover, table of contents, etc.

Electronic Support Excel (xls):

Available online with the subscription. Recommended to download selected parts as required rather than the whole report, owing to the size of files concerned. Also ensures latest data is downloaded.

Supporting Data:

Several annexes are provided online such as exchange rates, human, dog and cat population, company abbreviations used in various tables, etc.

MATCHING REPORTS

(available online, see www.fft.com)

Country Reports

Similar reports to the present one are available for: Austria, Belgium/Luxembourg, Bulgaria, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland/Eire, Italy, Mexico, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland and United Kingdom, United States.

Multiple Country Reports

If two or more countries are ordered, multi-country tables and comparisons are possible online for all demand and supply data.

Single Country and Product Market Reports

Any single country and product market (similar to the product folios in this report).

Multiple Country and Product Market Reports

Any combination of countries, products and demand and supply data is possible online.

Classic examples of reports for any combination of countries, but typically Western Europe (16 countries), Central Europe (6 countries), or North America (3 NAFTA countries) are listed below:

Baby Foods; Bakery Products; Canned Products; Cheese; Confectionery; Dairy Products; Dehydrated Products; Desserts; Dressings And Condiments; Drinks - Alcoholic Drinks; Drinks - Hot Beverages; Drinks - Soft Drinks & Juices; Edible Oils And Fats; Fish, Fresh And Processed; Fresh Products; Frozen Foods; Fruits; Jams & Spreads; Meat, Fresh; Meat, Fresh And Processed; Meat, Processed; Pasta & Pasta Sauces; Petfoods; Potato & Potato Products; Ready Meals; Sauces; Snacks, Savoury; Snacks, Sweet; Soups; and Vegetables.

Strategic Company Profiles

The full 25-country database covers over 10,000 companies. Company profiles can be produced for any selection of countries and products.

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