

## The Bakery Products Market In Western Europe

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## **STRATEGIC COMPANY PROFILES**

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*(See Company List and Detailed, Commented Samples)*

### Western Europe

Number of Companies cited: 1080

Number of Company Market Shares cited: 1409

- General:** This section provides an alphabetic listing of the 1080 holding, independant and subsidiary companies covered by this report.
- Key Definition:** Company Market Shares by value given for the Total Market (retail, foodservice and artisanal), and not for a potentially misleading segment of the market only.
- Up-to-date:** FFT's underlying International Food & Drink Markets database is updated continuously to preceding month, in particular including significant on-going Mergers & Acquisitions (M&A's).

### 2009 Company Data Provided

*(updated to about one month preceding publication)*

#### **Company Market Shares by Product (see product market sections above)**

- Up to Top-10 Holding Companies by Country, Region and Product
- Key Local Subsidiaries by country and product for each Holding Company.
- 2009 Company Market Shares by Value by Region, Country and Product

#### **Full Alphabetic Company Listing**

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- All 1080 Companies Identified in this report (see company list).
- Key Country Subsidiaries by Country and Product for each Holding Company
- 2009 Company Market Shares and Rankings by Country & Product
- Estimated contribution by product to each company's regional sales turnover (percent shares at retail and foodservice buy-in prices)

#### **Major Brands And Company "Who Owns Whom" (see Major Brands section below)**

- Key Subsidiaries and Brands by Holding Company
- "Who Owns Whom" listing identifying holding companies and subsidiaries.

**Significant Mergers & Acquisitions (M&A's)** - see listing online at [www.fft.com](http://www.fft.com)

<b>5.</b>	<b><u>MAJOR BRANDS and COMPANY "WHO OWNS WHOM"</u></b>	<b>306</b>
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	• Companies and Brands by Holding and Key Subsidiary Company	<b>362</b>
	• "Who Owns Whom" listing identifying holding companies and subsidiaries.	<b>362 - 390</b>

**6.** **ANNEXES**

*The following annexes are available online*

*(see "Supporting Data" online on navigation bar at [www.fft.com](http://www.fft.com)).*

- 1. 11-Language Product Lexicon**
- 2. Product Definitions**
- 3. Company Abbreviations**
- 4. Cat and Dog Populations**
- 5. Human Populations**
- 6. Euro Exchange Rates**
- 7. US\$ Exchange Rates**

**Following Pages:**

- **About FFT**
- **About FFT's Food & Drink Strategic Information Services**
- **Product and Country Coverage of the full database**
- **Key Definitions and Methodology**