

**TABLE OF CONTENTS** ( 1 )

General Foreword ( 3 )

**MAIN REPORT**

<b>1.</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	Foreword	1
1.2	FFT's International Food & Drink Database	2
1.3	FFT's Online Website	2
1.4	Features and Innovations in current edition	3
1.5	Definitions and Methodology	4
<b>2.</b>	<b>KRAFT FOODS + CADBURY COMBINED ANALYSIS</b>	<b>7</b>
2.1	Coverage, Analytical Approach and Caveat	7
2.2	Market Dominance	8
	– Table: Main Table detailing Kraft, Cadbury, and Kraft + Cadbury combined West European Estimated Sales Turnover (2008) and Market Shares by Product (October 2009)	9
	– Graph: Bar chart: Kraft Foods and Cadbury Individual and Combined WE Market Shares, October 2009	10
2.3	Sales Turnover	11
	– Graph: Bar chart: Kraft Foods and Cadbury Individual and Combined Estimated Sales Turnover, 2008	12
2.4	Country Presence	13
	– Graph: Bar chart: Kraft + Cadbury Market Shares by Country, 2009	13
	– Graph: Bar chart: Kraft + Cadbury Market Estimated Sales Turnover by Country, 2008	13
2.5	Strategic Company Analysis	14
	– Graph: Combination Bubble chart: Kraft Foods + Cadbury Strengths & Weaknesses by Product in West European market, combining analysis of product market shares, Estimated Sales Turnover, and country presence.	15
	– Table: Kraft Foods + Cadbury West European Market Shares (October 2009) and Estimated Sales Turnover (2008) by Product	16
2.6	Combined Company Market Shares by Country and Product	17
	– Table: Kraft Foods + Cadbury Market Shares (October 2009) and Estimated Sales Turnover (2008) by Product for Western Europe and All 16 Countries. The 44 product markets identified are ranked by % contribution to combined company Estimated Sales Turnover.	18-27

2.7	Combined Company Sales Turnover by Product and Country	28
	– Graph: Pie chart: Kraft Foods + Cadbury Top-10 West European Product Markets by Estimated Sales Turnover and supporting table (2008)	29
	– Graph: Pie chart: Kraft Foods + Cadbury 16 West European Country Markets by Estimated Sales Turnover and supporting table (2008)	30
	– Table: Kraft Foods + Cadbury West European Estimated Sales Turnover by Product, % share of total WE All Food & Drink market, % share of WE Product Markets, and % Contribution by Product to Total Estimated Sales Turnover.	31
2.8	Conclusion	32
<b>3.</b>	<b>SUPPORTING CHARTS AND TABLES</b>	<b>34</b>
<b>3.1</b>	<b>Kraft Foods</b>	<b>34</b>
3.11	Estimated Sales Turnover by Product	34
	– Graph: Pie chart: Kraft Foods Top-10 West European Product Markets by Estimated Sales Turnover and supporting table (2008)	
3.12	Estimated Sales Turnover by Country	35
	– Graph: Pie chart: Kraft Foods 16 West European Country Markets by Estimated Sales Turnover and supporting table (2008)	
3.13	Company Market Shares by Product and Country	36 - 45
	– Table: Kraft Foods Market Shares (October 2009) and Estimated Sales Turnover (2008) by Product for Western Europe and All 16 Countries. The 41 product markets identified are ranked by % contribution to combined company Estimated Sales Turnover.	
3.14	Company Estimated Sales Turnover by Product	46
	– Table: Kraft Foods West European Estimated Sales Turnover by Product, % share of total WE All Food & Drink market, % share of WE Product Markets, and % Contribution by Product to Total Estimated Sales Turnover.	
3.15	Major brands by country and product	47-51
	– Table: Listing of Brands and Key Subsidiaries by Product and Country	
<b>3.2</b>	<b>Cadbury</b>	<b>52</b>
3.11	Estimated Sales Turnover by Product	52
	– Graph: Pie chart: Kraft Foods Top-10 West European Product Markets by Estimated Sales Turnover and supporting table (2008)	
3.12	Estimated Sales Turnover by Country	53
	– Graph: Pie chart: Kraft Foods 16 West European Country Markets by Estimated Sales Turnover and supporting table (2008)	
3.13	Company Market Shares by Product and Country	54 - 57
	– Table: Kraft Foods Market Shares (October 2009) and Estimated Sales Turnover (2008) by Product for Western Europe and All 16 Countries. The 41 product markets identified are ranked by % contribution to combined company Estimated Sales Turnover.	

3.14	Company Estimated Sales Turnover by Product	58
– Table:	Kraft Foods West European Estimated Sales Turnover by Product, % share of total WE All Food & Drink market, % share of WE Product Markets, and % Contribution by Product to Total Estimated Sales Turnover.	
3.15	Major brands by country and product	59 - 60
– Table:	Listing of Brands and Key Subsidiaries by Product and Country	

## **ANNEX**

61-90

Table presented in the form of an extended spreadsheet running to 29 pages, and including, by product and country, all the underlying data used in this report:

- Key company subsidiaries
- Company market shares
- Company Estimated Sales Turnover
- Country and product market values (Euro millions)
- West European product market values (Euro millions)
- Company country and product market share ranking
- Major company brands

## **ONLINE ANNEXES**

The following annexes are available online 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