



## Country Markets

### Europe (22 countries) \*

Austria	France	Netherlands	Spain
Belgium/Lux.	Germany	Norway	Sweden
Bulgaria	Greece	Poland	Switzerland
Czech Rep.	Hungary	Portugal	United Kingdom
Denmark	Ireland/Eire	Romania	
Finland	Italy	Slovakia	

### North America (3 countries) \*\*

Canada
Mexico
United States

\* Includes all 25 European Community members except the 3 Baltic States, Slovenia, Malta and Cyprus, plus non-members Norway and Switzerland.

\*\* Corresponds to NAFTA, the " North American Free Trade Agreement " .

## 146 Food & Drink Product Markets

<b>1.0 Flour &amp; Bakery</b> 1.1 Flour 1.2 Bread products 1.3 Crispbread 1.4 Industrial pastry 1.5 Biscuits 1.6 Frozen pastry products 1.7 All Pasta 1.71 Fresh Pasta 1.72 Dry Pasta  <b>2.0 Other Cereals</b> 2.1 Rice 2.2 Breakfast cereals  <b>3.0 Sugar &amp; Sweeteners</b> 3.1 Sugar 3.2 Artificial sweeteners  <b>4.0 Preserves</b> 4.1 Jams & marmalade 4.2 Honey 4.3 Other sweet spreads  <b>5.0 Confectionery &amp; Snacks</b> 5.1 Sugar confectionery 5.11 Chewing gum 5.12 Other sugar conf. 5.2 Chocolate confectionery 5.21 Chocolate countines 5.22 Other chocolate c 5.3 Savoury snacks 5.31 Nuts 5.32 Savoury biscuits 5.33 Extruded snacks	<b>6.0 Fruit &amp; Vegetables</b> 6.1 Fresh fruit 6.2 Canned fruit 6.3 Frozen fruit 6.4 Fresh vegetables 6.5 Canned vegetables 6.6 Frozen vegetables 6.7 Chilled vegetables  <b>7.0 Potato &amp; Potato Products</b> 7.1 Fresh potatoes 7.2 Potato crisps 7.3 Frozen potato 7.4 Dehydrated potato  <b>8.0 Dairy Products</b> 8.1 Liquid milk 8.2 Cream 8.3 Yoghurt 8.4 Condensed milk 8.5 Powdered milk 8.6 Fresh cheese 8.7 Natural cheese 8.8 Processed cheese 8.9 Eggs  <b>9.0 Ice Cream &amp; Desserts</b> 9.1 Ice cream 9.2 Chilled desserts 9.3 Powdered desserts  <b>10.0 Oils &amp; Fats</b> 10.1 Butter 10.11 Butter (Standard) 10.12 Other dairy spreads 10.2 Margarine 10.21 Margarine (Standard) 10.22 Other non-dairy spread: 10.3 Edible oils 10.31 Olive Oil 10.32 Other edible oils 10.4 Cooking fats	<b>11.0 Dressings &amp; Condiments</b> 11.1 Mayonnaise 11.2 Salad dressings 11.3 Ketchup 11.4 Vegetables in Vinegar 11.5 Mustard 11.6 Table salt 11.7 Herbs & spices 11.8 Vinegar  <b>12.0 Soups &amp; Sauces</b> 12.1 Canned and cartoned soup 12.2 Dehydrated soup 12.3 Frozen soup 12.4 Canned and cartoned sauces 12.41 Canned tomato 12.42 Tomato concentrate 12.43 Pasta sauces 12.44 Other canned sauces 12.5 Dehydrated sauces 12.6 Bouillon cubes  <b>13.0 Fresh &amp; Processed Meat</b> 13.1 All fresh meat 13.11 Beef 13.12 Pork 13.13 Mutton 13.14 Poultry 13.15 Other fresh meat 13.2 All processed meat 13.21 Canned meat 13.22 Frozen convenience mt 13.23 Cured meat 13.24 Bacon & ham 13.25 Delicatessen products  <b>14.0 Fresh Fish &amp; Fish Products</b> 14.1 Fresh fish 14.2 Canned fish 14.3 Frozen fish 14.4 Other processed fish	<b>15.0 Ready Meals</b> 15.1 Canned pasta 15.2 Canned ready meals (excl. pasta) 15.3 Dehydrated ready meals 15.4 Frozen pizza 15.5 Frozen ready meals 15.6 Chilled ready meals 15.7 Sandwiches (excl. C. Europe)  <b>16.0 Hot Beverages</b> 16.1 Bean and ground coffee 16.2 Soluble coffee 16.3 Coffee substitutes 16.4 Black tea 16.5 Herbal teas 16.6 Powdered choc. & malted drinks  <b>17.0 Soft Drinks &amp; Juices</b> 17.1 Mineral water 17.2 Soft drinks 17.3 All fruit juices and drinks 17.31 Fruit juices 17.32 Fruit-based drinks 17.4 Squashes and concentrates 17.5 Isotonic drinks 17.6 Ice Tea  <b>18.0 Alcoholic Beverages</b> 18.1 Beer 18.2 All Wines 18.21 Still wines 18.22 Sparkling wines 18.3 Aperitifs and spirits  <b>19.0 Baby Foods</b> 19.1 Baby jars 19.2 Baby milks 19.3 Other baby foods  <b>20.0 Petfoods</b> 20.1 Canned cat food 20.2 Canned dog food 20.3 Dry/semi-moist cat food 20.4 Dry/semi-moist dog food
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## Key Definitions and Methodology

### DEFINITIONS

**General:** Market data refer to all products sold for final human consumption in retail, catering and artisanal markets (own-produced for own sale), thus excluding industrial and intermediate consumption, and auto-consumption.

**Products:** All product markets are carefully defined so as to be comparable across all countries.

**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 each year, 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, enabling extensive cross-checking for verisimilitude.

### 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.

© FOOD FOR THOUGHT (FFT) S.A., P.O. Box 1554, CH-1211 Geneva 1, Switzerland

Tel: +41-22-731 30 92, Fax +41-22-738 49 50, Website: <http://www.fft.com>, E-mail: [sales-service@fft.com](mailto:sales-service@fft.com)