

The Frozen Foods Market in Western Europe

2011, 2012 and 2013. Company market shares and brands for 2011 and continuously updated.

DESCRIPTION

The total West European Frozen Foods Market was worth Euros 72.0 billion in 2010, and the Top-10 West European companies supplied 38.1% of this market. This total market is forecast to grow at an average annual real 0.31% during the 2010 - 2013 period.

This report covers ALL 16 West European countries (see list below), providing complete in-depth coverage - no gaps or omissions! - based on FFT's international food and drink markets database, now in its 20th year. An additional 6 Central European and 3 North American countries are also available (see "Matching Reports" below).

In particular, this report identifies 1196 holding, independent and subsidiary companies in terms of market share by product, country, region and overall, providing an unparalleled strategic vision of the key players in the market.

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 an online subscription.

The report includes (see detailed Table of Contents for more):

- A detailed 50-page Executive Summary in the form of commented graphs and data tables, including complete summary data tables (see Executive Synopsis).
- Altogether, 160 country and product markets are covered by this report (see detail below).
- Foodservice and Retail Market data are given by volume and value, and by product and country, hence providing complete coverage of human consumption.
- Up to the Top-10 holding companies by market share by product, country and region.
- Up to Top-100 holding companies listing by overall market share in the present markets.
- Own label, branded, unbranded and artisanal (own produced for own sale) market shares.

A unique strategic vision of the 16-country West European market is presented, in particular identifying the numerous companies present together with their market shares and major brands by country and product. Standard data tables (see samples) for each product provide a 16-country panorama of company strength (market shares by country and for the region) and presence (number of country and product markets in which present).

Altogether, 1196 holding, independent and subsidiary companies are identified (see full alphabetic listing), together with 1759 company market shares and major brands by country and product. (These can vary slightly due to continuous updating).

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.

WHY YOU SHOULD BUY THIS REPORT

Taken together with an online subscription to the underlying, continuously updated food & drink markets database, 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

COVERAGE

10 Individual Product Markets:

Frozen pastry products, Frozen fruit, Frozen vegetables, Frozen potato, Ice cream, Frozen soup, Frozen convenience meat, Frozen fish, Frozen pizza, Frozen ready meals

16 Country Markets:

Austria, Belgium/Luxembourg, Denmark, Finland, France, Germany, Greece, Ireland/Eire, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom.

160 Product and Country Markets

Being 10 Single Product Markets (Market Groups not counted) times 16 countries above.

1196 Companies:

Altogether 1196 holding, independent and subsidiary companies (see company listing, can vary slightly with continuous updating).

1759 Company Market Shares:

Altogether 1759 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 and country.

Major Brands

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

AND FOR EACH AND EVERY PRODUCT COVERED

(see samples)

Retail, Foodservice and Total Historical and Forecast Demand:

Total markets by volume and by value for 2005, 2009 and 2010, as well as forecast markets by volume and by value for 2011, 2012, and 2013.

Demand Trends:

Growth by volume and value (real % growth and by actual volumes and values), 2005-2010.

Forecast Growth:

Forecast Real % Growth by Product and Region 2010 - 2013

Company Market Shares:

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

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.

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.

DELIVERABLES

Edition, No. of Pages:

Current Edition: Continuously updated to preceding month. Estimated 423 pages.

Presentation:

The 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

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):

Not included. Can be provided with an annual online subscription giving access to this report's coverage of products and countries, and all subsequent updates, for a period of one year. Please contact FFT if you are interested.

MATCHING REGIONAL REPORTS

(available online, see www.fft.com)

Central Europe

Coverage: Bulgaria, Czech Republic, Hungary, Poland, Romania and Slovakia.

North America

Coverage: Canada, Mexico, USA.

Country Reports

Coverage: All 25 countries in database (~800 pages each)

Single Country and Product Market

- Any single country and product market.

Any Combination

- Any combination of countries, products and demand and supply data is possible online at www.fft.com.