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## STRATEGIC COMPANY PROFILE

### MARS

#### " Mars in Europe following Wrigley Acquisition "

1. **Company Market Shares Table** Part 1  
Features *(22 pages)*
  - Key subsidiaries
  - 300 market shares and rankings by country and product
  - European market share by product
  - Contribution to sales turnover by product
  
2. **Major Brands** Part 2  
Features *(7 pages)*
  - Listing of 300 country & product markets with the major brands present.
  - 300 individual brands altogether cited
  - Some 1200 mentions of above 300 individual brands in various country & product markets
  - Key local subsidiaries listed by country and product
  
3. **Supporting Data** Part 3  
Features *(11 pages)*
  - Extensive 11-page spreadsheet in xls for easy data manipulation listing all key data by country and product, row by row, including key local subsidiaries, company market share (percent and in Euros) and major brands.
  - On an indicative best efforts basis only, Mars final retail and foodservice buy-in sales by country and product, and contribution of each to total Mars sales turnover.