



Report Coverage



- Personalised reports can be created directly from our website at: www.fft.com.
- You can decide, depending on your needs, to generate any combination of country, company, product and market data you desire from the vast database outlined below.*

Total Market by Volume

- Total volume market data ('000 tons, million liters).
- Full data for base year and 2 most recent years.
- 5-year volume growth (percent & weight)
- Per capita consumption and 5-year growth
- Country rankings by size, growth and per capita consumption

Retail and Foodservice Market by Volume

- Total volume market data ('000 tons, million litres).
- Strategic Panorama of Foodservice & Retail consumption ('000 tons/million litres) based on percent attribution of total market data for most recent year available.
- Retail and Foodservice per capita consumption.
- Retail and Foodservice shares in total market
- Foodservice country rankings by size, market share and per capita consumption

Company Market Shares by product market

A complete strategic picture (*maintained fully up-to-date*) of:

- Company market shares by total market value and by product & country, as well as for the total of the countries selected.
- The leading companies by overall market share for each of the countries selected and in total.
- Other companies with a significant market share (up to 10 or more per countries, see Company Listing below for more).
- The key operating subsidiary of each holding company for each product and country.
- Branded vs own label, artisanal and unbranded market shares.

Company Listing

A complete strategic listing (*maintained fully up-to-date*) of:

- All holding companies in alphabetical order.
- Each holding company's main operating subsidiary by country and product where it is present.
- All significant company market shares and rankings in any of the single country and product markets selected.
- The overall contribution of each product to company sales turnover in the countries (from 1 to 25) selected, listed in declining order of importance.

Total Market by Value

- Total value market data (Euro or US\$), as well as local currency equivalents for the most recent data year.
- Real 5-year growth and in current value millions
- Per capita expenditure.
- Unit price and growth indexes by country.

Retail and Foodservice Market by Value

- Strategic panorama of Foodservice & Retail expenditure based on percent attribution of total market data (Euro or US\$ millions), as well as local currency equivalent for most recent data year.
- Retail and Foodservice percent share of total market.
- Retail and Foodservice per capita expenditure.
- Foodservice country rankings by size, market share and per capita expenditure.

Strategic Company Profile

A complete strategic picture (*maintained fully up-to-date*) of:

- The company's main operating subsidiary and market share for each of the products and countries in which it has a significant presence.
- The overall contribution of each product to company sales turnover in the countries (from 1 to 25) selected, listed in declining order of importance.
- Overall company market share in each product for the countries selected.
- Breakdown of company sales among the countries selected.
- Company absence >> markets where it is not present.

Major Brands and Who Owns Whom

A complete strategic listing (*maintained fully up-to-date*) of:

- Ultimate Holding Companies, Key Local Subsidiaries, Country, Product Markets and related Major Brands.
- These listings are provided in alphabetic order by Product and by Holding Company.

See “What You Get” and “Free Trial” at @ www.fft.com

* Excluded from this offer: Public entities, e.g. libraries, trade associations, national export promotion agencies. FFT reserves the right not to accept a membership request.

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