Zimbabwe Dairy Market 2016

Description:

The report includes:

- Information on supply and usage across the Milk, Chilled Dairy, Cream, Cheese and Butter Fat categories

- The report provides information on:

  - Consumption volume (tonnes) and total market value $X, €X, 2010-2016F
  - Manufacturer supply (2012-2015 only),
  - Volume Channel distribution split into retail, food service and industrial applications
  - Company Volume Share by Product Type 2012-2015

The following categories are further segmented into the following product types:

- Hard Cheese - Cheddar, Edam, Emmental, Gouda, Havarti, Italian Hard Cheese and Other Hard Cheese
- Soft Cheese - Brie, Camembert and Other Soft Cheese
- White Cheese - Mozzarella, Cream Cheese, Feta, Mascarpone, Cottage Cheese and Other White Cheese
- Blue Cheese - Italian Blue Cheese, Roquefort, Other Blue Cheese
- Processed Cheese - Portions, Slices, Blocks/Cans, Grated, Spreads and Other Processed Cheese
- Yogurt - Probiotic, Light and Regular Varieties
- Drinking Yogurt - Probiotic, Light and Regular Varieties

Industrial applications of dairy products should be treated with caution when comparing data across categories.

For the purposes of the categories profiled in this report, Cheese utilised for further processing into processed cheese products is not included in order to avoid double counting. Similarly, the Powdered Milk category analyses products used in the retail and food service channels. Powdered Milk does not include milk powder (e.g. skimmed milk or full cream) destined for further food applications (i.e. bakery, ice cream) or being processed into other dairy products.

Our research methodology is based on a two stage approach to gathering and analysing data.

Stage 1: Utilisation of In-House Resources

Main sources of secondary data include:

- Specialist trade press
- Links with audit organisations
- Trade associations
- Company annual reports
- Independent analysts' reports
- Financial and mainstream press coverage.

Stage 2: Field Research

Conducted in relevant markets and include:

Trade Interviews

Contact throughout the international dairy processing industry allows the researcher to talk directly to key industry players to gain their view of the market or industry being analysed.

Store checks

Store checks are carried out by our network of market analysts who confirm products, manufacturers and brands available in selected markets.
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