Baby Food in Czech Republic

Description:

Summary:

The market for baby food in the Czech Republic achieved value growth of 17.3% between 2009 and 2015. Sales rose particularly quickly in 2014 and 2015 stimulated by a higher numbers of births an improving economy and the reduction of the VAT rate on baby food to 10% in 2015. Consumers in the Czech Republic generally have a positive attitude to industrially prepared baby food which has been capitalized on by the multinationals who now dominate the market. As a result per capita consumption of baby food is relatively high and has continued to develop and by 2015 it had increased by 5.2%.

Key Findings:

- The market for baby food in the Czech Republic has performed relatively well and particularly over the last two years boosted by higher birth numbers. Retail sales in 2015 are up 17.3% on 2009 equivalent to a real increase of 7.8%.

- Baby meals/juices accounted for 43% of retail sales in 2015 having overtaken milks as the largest spending category in 2014. However milks are only slightly behind accounting for 41% of retail sales.

- Supermarkets/hypermarkets now control the largest share of volume sales at 69% in 2015 ahead of pharmacies and drugstores with 21% while the share of other grocery outlets has now slipped to under 10%.

- The Czech market is dominated by three international companies: Danone (Nutricia) Hero and Hipp. Together they accounted for 74% of volume sales and 79% of value sales in 2015.

"Baby Food in Czech Republic" is an analytical report by Canadean which provides extensive and highly detailed current and future market trends in the Czech Republic market.

What else does this report offer?

- Consumption data based upon a unique combination of industry research fieldwork market sizing work and our in-house expertise to offer extensive data about the trends and dynamics affecting the industry.

- Detailed profile of the companies operating and new companies considering entry in the industry along with their key focus product sectors.

- Market profile of the various product sectors with the key features & developments segmentation per capita trends and the various manufacturers & brands.

- Overview of baby food retailing with a mention of the major retailers in the country along with the distribution channel.

- Future projections considering various trends which are likely to affect the industry.

Reasons To Buy:

- Evaluate important changes in consumer behavior and identify profitable markets and areas for product innovation.

- Analyse current and forecast behavior trends in each category to identify the best opportunities to exploit.

- Detailed understanding of consumption by individual product categories in order to align your sales and marketing efforts with the latest trends in the market.

- Investigates which categories are performing the best and how this is changing market dynamics.
Table 5: Number of Women of Childbearing Age by Age Group, 2010 & 2014
Table 6: Number of Working Women, '000s, 2009–2015
Table 7: Breakdown of Working Women by Profession, %, 1995–2014
Table 8: Breastfeeding Trends by Age of Baby, 2000–2012
Table 9: Regional Variation in Breastfeeding by Age of Baby, 2012
Table 10: Market Size, 2015, & Growth Rates, 2009–2015
Table 11: Baby Food: Manufacturer Shares, Value & Volume, %, 2009–2015
Table 12: Baby Food: Manufacturer Shares by Sector, %, 2015
Table 13: Projected Market Size, 2021, & Growth Rates, 2015–2021
Table 14: Baby Milks: Market Segmentation by Type, Volume, 2009–2015
Table 15: Baby Milks: Facings by Pack Size, 2016
Table 16: Baby Milks: Brand Price Positioning Analysis, 2016
Table 17: Baby Milks: Manufacturer Shares, Value & Volume, %, 2009–2015
Table 18: Baby Cereals & Dry Meals: Manufacturer Shares, Value & Volume, %, 2009–2015
Table 20: Baby Meals: Segmentation by Type %, 2009–2015
Table 21: Wet Meals in Jars: Facings by Jar Size, 2016
Table 22: Baby Juices: Facings by Bottle Size, 2016
Table 23: Baby Meals/Juices: Manufacturer Shares, Value & Volume, %, 2009–2015
Table 24: Baby Teas: Facings by Pack Size, 2016
Table 25: Baby Teas: Manufacturer Shares, Value & Volume, %, 2009–2015
Table 26: Hamé: Turnover Trends, 2009–2015
Table 27: Packaged Food Sales by Channel, Kc Million, 2009–2015
Table 28: Retail Sales of Baby Food by Type of Outlet, % Volume, 2009–2015
Table 29: Leading Drugstores by Outlet Numbers & Turnover, 2010–2015
Table 30: Retail Sales of Baby Food by Outlet Type & Sector, % Volume, 2015
Table 31: Economic Indicators, 2009–2016
Table 32: Key Macro-Economic Forecasts, 2015–2021
Table 33: Birth & Population Projections, 2009-2021
Table 34: Baby Population, Number of Babies, 2009-2021
Table 35: Baby Food: Market Value, Current Prices, 2009-2015
Table 36: Baby Food: Market Value, Constant Prices, 2009-2015
Table 38: Baby Food: Market Volume, Tons, 2009–2015
Table 39: Baby Food: Per Capita Expenditure, Current Prices, 2009-2015
Table 40: Baby Food: Per Capita Expenditure, Constant Prices, 2009-2015
Table 41: Baby Food: Per Capita Expenditure, US$ 000, 2009–2015
Table 42: Baby Food: Per Capita Consumption, Grams, 2009–2015
Table 43: Baby Milks: Sector Trends, 2009–2015
Table 44: Baby Milks: Market Segmentation, % Volume, 2009–2015
Table 45: Baby Milks: Market Segmentation, % Value, 2010–2015
Table 46: Baby Milks: Brand Price Analysis, 2016
Table 47: Baby Cereals & Dry Meals: Sector Trends, 2009–2015
Table 48: Meals/Juices: Sector Trends, 2009–2015
Table 49: Teas: Sector Trends, 2009–2015
Table 50: Imports of Baby Food by Sector, Tons, 2008–2014
Table 51: Imports of Baby Food by Sector, €000, 2008–2014
Table 53: Imports of Baby Food by Sector & Country of Origin, € 000, 2012–2014
Table 54: Exports of Baby Food by Sector, Tons, 2008–2014
Table 55: Exports of Baby Food by Sector, € 000, 2008–2014
Table 57: Exports of Baby Food by Sector & Country of Origin, € 000, 2012–2014
Table 58: Number of Women of Childbearing Age by Age Group, 2016 & 2021
Table 59: Baby Food: Market Value Forecasts, Current Prices, 2015–2021
Table 60: Baby Food: Market Value Forecasts, Constant Prices, 2015–2021
Table 62: Baby Food: Market Volume Forecasts, Tons, 2015–2021
Table 63: Baby Food: Per Capita Expenditure, Current Prices, 2015–2021
Table 64: Baby Food: Per Capita Expenditure, Constant Prices, 2015–2021
Table 65: Baby Food: Per Capita Expenditure, US$, 2015–2021
Table 66: Baby Food: Per Capita Consumption, Grams, 2015–2021
Table 67: Facings Allocation by Product Type
List of Figures
Figure 1: Baby Food: Market Size, 2009-2015
Figure 2: Baby Food: Market Segmentation, 2015
Figure 3: Baby Food: Per Capita, 2009-2015
Figure 4: Baby Food: Manufacturer Shares, Value, 2015
Figure 5: Baby Food: Manufacturer Shares by Sector, % value, 2015
Figure 6: Baby Milks: Sector Trends, 2009-2015
Figure 7: Baby Milks: Per Capita Expenditure & Consumption, 2009-2015
Figure 8: Baby Cereals & Dry Meals: Sector Trends, 2009-2015
Figure 9: Baby Cereals & Dry Meals: Per Capita Expenditure & Consumption, 2009-2015
Figure 10: Baby Meals/Juices: Sector Trends, 2009-2015
Figure 11: Baby Meals/Juices: Per Capita Expenditure & Consumption, 2009–2015
Figure 12: Baby Teas: Sector Trends, 2009–2015
Figure 13: Baby Teas: Per Capita Expenditure & Consumption, 2009–2015
Figure 14: Milks & Cereals: Country of Origin, Top Five, % Volume, 2014
Figure 15: Milk & Cereals: Country of Destination, Top Two, % Volume, 2014
Figure 16: Baby Food: Manufacturer Shares, Value %, 2015
Figure 17: Baby Food: Manufacturer Shares, Volume %, 2015
Figure 18: Baby Food: Market Size, 2015-2021
Figure 19: Baby Food: Market Segmentation, 2021
Figure 20: Baby Food: Per Capita Consumption, 2015-2021

Ordering: 
Order Online - [http://www.researchandmarkets.com/reports/3785229/](http://www.researchandmarkets.com/reports/3785229/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Baby Food in Czech Republic
Web Address: http://www.researchandmarkets.com/reports/3785229/
Office Code: SCH3RW2X

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 3275</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td>USD 6550</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 9825</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * _______________________
Job Title: ___________________________
Organisation: _________________________
Address: _____________________________
City: ________________________________
Postal / Zip Code: ____________________
Country: _____________________________
Phone Number: _________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World