Consumer and Market Insights: Bakery and Cereals in Peru

Description: The Bakery and Cereals market in Peru is forecast to grow at a faster rate during 2015-2020 compared to 2010-2015 which is mainly influenced by GDP and rising disposable income. The Bread and Rolls category has the highest volume and value share in the overall Bakery and Cereals market while the Breakfast Cereals category is forecast to register fastest value growth during 2015-2020. Food and Drinks Specialists is the leading distribution channel in the Peruvian's Food market. Favorite Molitalia La Negrita, Angel are some of the top brands in the Peruvian Bakery and Cereals Market. Naturally Healthy is a key parameter in Health and Wellness which is driving sales in Cereal Bars and Breakfast Cereals category in Peru's Bakery and Cereals market.

Key Findings:
- The Bakery and Cereals market in Peru registered a CAGR of 4.2% during 2010-2015.
- Peruvian consumers are opting for value for money products in the Bakery and Cereals market.
- The Bread and Rolls category has the highest volume share in the overall Bakery and Cereals market.
- Cakes Pastries and Sweet Pies is the second largest category by value in Peruvian Bakery and Cereals market.
- Convenience Stores is the leading distribution channel in the Baking Ingredients Baking Mixes and Breakfast Cereals categories.
- Plastic Tie is the commonly used closure type in the Peruvian Bakery and Cereals market.

Consumer and Market Insights report on the Bakery and Cereals market in Peru provides insights on high growth categories to target trends in the usage of packaging materials types and closures category level distribution data and brands market shares.

What else is contained?
- Market data: Overall market value and volume data with growth analysis for 2010-2020
- Category coverage: Value and growth analysis for Baking Mixes Baking Ingredients Bread and Rolls Breakfast Cereals Cakes Pastries and Sweet Pies Dough Products Cereal Bars Energy Bars Cookies (Sweet Biscuits) Savory Biscuits Morning Goods with inputs on individual segment share within each category and the change in their market share forecast for 2015-2020
- Leading players: Market share of brands and private labels including private label growth analysis from 2012-2015
- Distribution data: Percentage of sales within each category through distribution channels such as Hypermarkets and Supermarkets Convenience Stores Food and Drinks Specialists and others in 2015
- Packaging data: consumption breakdown for packaging materials and containers in each category in terms of percentage share of number of units sold. Packaging material data for Flexible Packaging Paper and Board Rigid Plastics and others; container data for: Bag/Sachet Film Tray and others

Reasons To Buy:
- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and
opportunities

- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

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