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Dairy food in Greece to 2010

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Report Summary

Introduction

This databook is a detailed information resource covering all the key data points on Dairy food in Greece. It includes comprehensive value volume segmentation and market share data. The databook supplies actual data to 2005 and full forecasts to 2010.

Scope

Contains information on 8 categories: Cheese, Chilled desserts, Cream, Fromage frais, Milk, Spreadable fats, Soy Products and Yogurt. Provides market value, volume, expenditure and consumption data by market, segment and subsegment. Includes company and brand share data by category, as well as distribution channel data. Contains market value segmentation by demographic and socioeconomic group.

Highlights

The market for Dairy food in Greece increased between 2000-2005, growing at an average annual rate of 3.8%. The leading company in the market in 2005 was Fage. The second-largest player was Mevgal with Dodoni in third place.

Reasons to Purchase

Discover the major quantitative trends affecting the Dairy food markets. Understand consumers' consumption and expenditure patterns. Understand the future direction of the market with reliable historical data and full five year forecasting.

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