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Confectionery in Colombia to 2011

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Report Summary

Introduction

This databook is a detailed information resource covering all the key data points on Confectionery in Colombia. It includes comprehensive value volume segmentation and market share data. The databook supplies actual data to 2006 and full forecasts to 2011.

Scope

Contains information on 4 categories: Cereal bars, Chocolate, Sugar confectionery and Gum Provides market value, volume, expenditure and consumption data by market, segment and subsegment Includes company and brand share data by categories

Highlights

The market for Confectionery in Colombia increased between 2001-2006, growing at an average annual rate of 5.8%. The leading company in the market in 2006 was Nacional de Chocolates. The second-largest player was Cadbury Schweppes plc with Colombina SA in third place.

Reasons to Purchase

Discover the major quantitative trends affecting the Confectionery 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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