

Fruit & Vegetables in Spain

Description: The Fruit & Vegetables in Spain industry profile is an essential resource for top-level data and analysis covering the Fruit & Vegetables industry. It includes data on market size and segmentation, plus textual and graphical analysis of the key trends and competitive landscape, leading companies and demographic information.

Scope

- Contains an executive summary and data on value, volume and/or segmentation
- Provides textual analysis of Fruit & Vegetables in Spain's recent performance and future prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes a five-year forecast of Fruit & Vegetables in Spain
- The leading companies are profiled with supporting key financial metrics
- Supported by the key macroeconomic and demographic data affecting the market

Highlights

- Detailed information is included on market size, measured by value and/or volume
- Five forces scorecards provide an accessible yet in depth view of the market's competitive landscape

Why you should buy this report

- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

Market Definition

The fruit and vegetable market is taken to be the sale to consumers of fresh fruit and fresh vegetables, including potatoes. Processed and preserved fruit and vegetables, including juices, frozen and canned products, are excluded.

Volumes are calculated from per capita availability and mid-year populations, where 'availability' denotes the quantities sold (or otherwise available) to consumers without regard to whether the produce is physically consumed or not.

Values are calculated from the total volume consumed and the retail price per kg.

All currency conversions are calculated using constant 2009 average annual exchange rates.

For the purposes of this report, Europe consists of Western Europe and Eastern Europe.

Western Europe comprises Belgium, Denmark, France, Germany, Italy, the Netherlands, Norway, Spain, Sweden, and the United Kingdom.

Eastern Europe comprises the Czech Republic, Hungary, Poland, Romania, Russia, and Ukraine.

Contents:

EXECUTIVE SUMMARY
MARKET OVERVIEW
Market definition
Research highlights
Market analysis
MARKET VALUE
MARKET VOLUME
MARKET SEGMENTATION I
MARKET SEGMENTATION II
FIVE FORCES ANALYSIS
Summary
Buyer power
Supplier power
New entrants
Substitutes
Rivalry
LEADING COMPANIES
Koninklijke Ahold N.V.
Auchan Groupe SA
Carrefour S.A.
E. Leclerc
MARKET FORECASTS
Market value forecast
Market volume forecast
MACROECONOMIC INDICATORS

APPENDIX
Methodology
Industry associations
Related Datamonitor research
Disclaimer
ABOUT OUR
Premium Reports
Summary Reports
Datamonitor consulting

LIST OF TABLES

Table 1: Spain fruit & vegetables market value: \$ billion, 2005-09(e)
Table 2: Spain fruit & vegetables market volume: million tonnes, 2005-09(e)
Table 3: Spain fruit & vegetables market segmentation I: % share, by value, 2009(e)
Table 4: Spain fruit & vegetables market segmentation II: % share, by value, 2009(e)
Table 5: Koninklijke Ahold N.V.: key facts
Table 6: Koninklijke Ahold N.V.: key financials (\$)
Table 7: Koninklijke Ahold N.V.: key financials (€)
Table 8: Koninklijke Ahold N.V.: key financial ratios
Table 9: Auchan Groupe SA: key facts
Table 10: Auchan Groupe SA: key financials (\$)
Table 11: Auchan Groupe SA: key financials (€)
Table 12: Auchan Groupe SA: key financial ratios
Table 13: Carrefour S.A.: key facts
Table 14: Carrefour S.A.: key financials (\$)
Table 15: Carrefour S.A.: key financials (€)
Table 16: Carrefour S.A.: key financial ratios
Table 17: E. Leclerc: key facts
Table 18: Spain fruit & vegetables market value forecast: \$ billion, 2009-14
Table 19: Spain fruit & vegetables market volume forecast: million tonnes, 2009-14
Table 20: Spain size of population (million), 2005-09
Table 21: Spain gdp (constant 2000 prices, \$ billion), 2005-09
Table 22: Spain gdp (current prices, \$ billion), 2005-09
Table 23: Spain inflation, 2005-09
Table 24: Spain consumer price index (absolute), 2005-09
Table 25: Spain exchange rate, 2005-09

LIST OF FIGURES

- Figure 1: Spain fruit & vegetables market value: \$ billion, 2005-09(e)
- Figure 2: Spain fruit & vegetables market volume: million tonnes, 2005-09(e)
- Figure 3: Spain fruit & vegetables market segmentation I: % share, by value, 2009(e)
- Figure 4: Spain fruit & vegetables market segmentation II: % share, by value, 2009(e)
- Figure 5: Forces driving competition in the fruit & vegetables market in Spain, 2009
- Figure 6: Drivers of buyer power in the fruit & vegetables market in Spain, 2009
- Figure 7: Drivers of supplier power in the fruit & vegetables market in Spain, 2009
- Figure 8: Factors influencing the likelihood of new entrants in the fruit & vegetables market in Spain, 2009
- Figure 9: Factors influencing the threat of substitutes in the fruit & vegetables market in Spain, 2009
- Figure 10: Drivers of degree of rivalry in the fruit & vegetables market in Spain, 2009
- Figure 11: Koninklijke Ahold N.V.: revenues & profitability
- Figure 12: Koninklijke Ahold N.V.: assets & liabilities
- Figure 13: Auchan Groupe SA: revenues & profitability
- Figure 14: Auchan Groupe SA: assets & liabilities
- Figure 15: Carrefour S.A.: revenues & profitability
- Figure 16: Carrefour S.A.: assets & liabilities
- Figure 17: Spain fruit & vegetables market value forecast: \$ billion, 2009-14
- Figure 18: Spain fruit & vegetables market volume forecast: million tonnes, 2009-14

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