



The Future of the Bakery & Cereals Market in United States to 2018

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SAMPLE



Summary

The Future of the Bakery & Cereals Market in United States to 2018 is the result of Canadean's extensive market research. The report presents detailed analysis on the Bakery & Cereals consumption trends in United States, historic and forecast Bakery & Cereals consumption volumes and values at market and category level, brand share and distribution channel data. This report brings together Canadean Intelligence's research, modeling and analysis expertise in order to develop uniquely detailed market data. This allows domestic and foreign companies to identify the market dynamics to account for Bakery & Cereals sales overall and to know which categories and segments are showing growth in the coming years.

Key Findings

"Why was the report written?"

This report provides authoritative and granular data on the Bakery & Cereals market in United States and, in doing so fills the gaps in marketers' understanding of trends and the components of change behind them.

Based upon extensive primary and secondary research to provide comprehensive and granular data, this report allows marketers to confidently update their strategic and tactical plans.

Marketers need data on volume and value changes, brand dynamics and distribution trends in order to effectively plan strategies.

What are the key drivers behind recent market changes?

This report examines the components of change in the market by looking at historic and future growth patterns, including the effects of consumers' behavior on total volumes, values, brands selected and types of product chosen.

What makes this report unique and essential to read?

The report provides the latest, detailed data on dynamics in United States Bakery & Cereals market, providing marketers with the essential data to understand their own, and their competitors' position in the market and the information to accurately identify where to compete in the future."

Reasons to Buy

"The report provides a unique mix of highly granular market data, based upon detailed industry research, in order to offer a detailed insight into the trends and dynamics affecting Bakery & Cereals market in United States.

Custom segmentation of the market provides unique views and insights for marketers on the volume, brand and distribution data, to give unparalleled insight into the market."

1. United States Bakery & Cereals Market Analysis, 2008–18

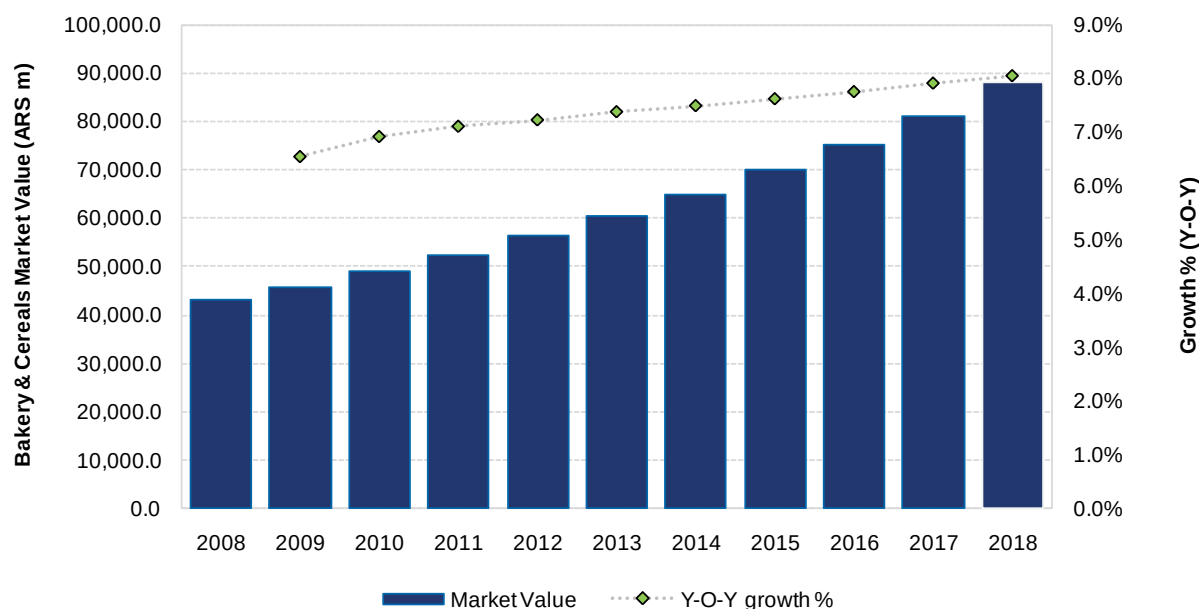
1.1 Bakery & Cereals Value Analysis, 2008–18

1.1.1 Overall Bakery & Cereals Market Value, 2008–18

Table 1: United States Bakery & Cereals Market Value (LCU m) and Growth (Y-o-Y), 2008–18											
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market Value											
Y-o-Y growth											
Source: Canadean										© Canadean	

Table 2: United States Bakery & Cereals Market Value (USD m) and Growth (Y-o-Y), 2008–18											
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market Value											
Y-o-Y growth											
Source: Canadean										© Canadean	

Figure 1: United States Bakery & Cereals Market Value (LCU m) and Growth (Y-o-Y), 2008–18



Source: Canadean

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Note:

Chart in the above figure represents only sample data and no actual data is provided.

1.1.2 Bakery & Cereals Market Value by Category, 2008–18

Table 3: United States Bakery & Cereals Market Value (LCU m) by Category, 2008–13							
Category	2008	2009	2010	2011	2012	2013	CAGR 2008–13
Baking Ingredients							
Baking Mixes							
Bread & Rolls							
Breakfast Cereals							
Cakes, Pastries & Sweet Pies							
Cereal Bars							
Cookies (Sweet Biscuits)							
Dough Products							
Energy Bars							
Morning Goods							
Savory Biscuits							
Overall							
Source: Canadean							© Canadean

Table 4: United States Bakery & Cereals Market Value (LCU m) by Category, 2013–18

Category	2013	2014	2015	2016	2017	2018	CAGR 2013–18
Baking Ingredients							
Baking Mixes							
Bread & Rolls							
Breakfast Cereals							
Cakes, Pastries & Sweet Pies							
Cereal Bars							
Cookies (Sweet Biscuits)							
Dough Products							
Energy Bars							
Morning Goods							
Savory Biscuits							
Overall							
Source: Canadean							© Canadean

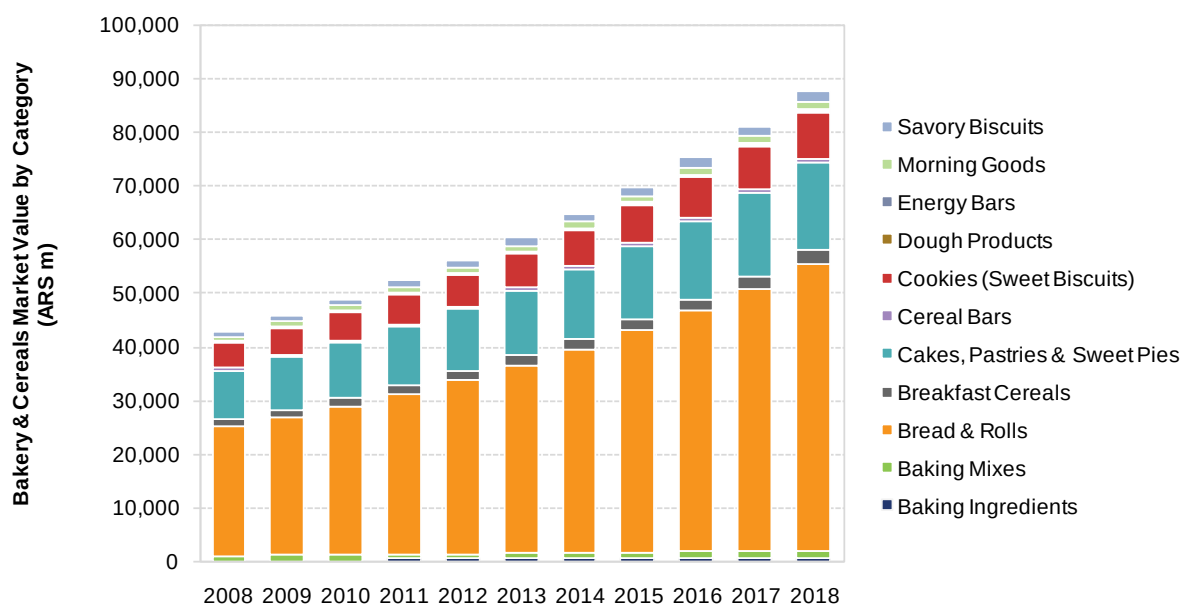
Table 5: United States Bakery & Cereals Market Value (USD m) by Category, 2008–13

Category	2008	2009	2010	2011	2012	2013	CAGR 2008–13
Baking Ingredients							
Baking Mixes							
Bread & Rolls							
Breakfast Cereals							
Cakes, Pastries & Sweet Pies							
Cereal Bars							
Cookies (Sweet Biscuits)							
Dough Products							
Energy Bars							
Morning Goods							
Savory Biscuits							
Overall							
Source: Canadean							© Canadean

Table 6: United States Bakery & Cereals Market Value (USD m) by Category, 2013–18

Category	2013	2014	2015	2016	2017	2018	CAGR 2013–18
Baking Ingredients							
Baking Mixes							
Bread & Rolls							
Breakfast Cereals							
Cakes, Pastries & Sweet Pies							
Cereal Bars							
Cookies (Sweet Biscuits)							
Dough Products							
Energy Bars							
Morning Goods							
Savory Biscuits							
Overall							
Source: Canadean							© Canadean

Figure 2: United States Bakery & Cereals Market Value (LCU m) by Category, 2008–18



Source: Canadean

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Note:

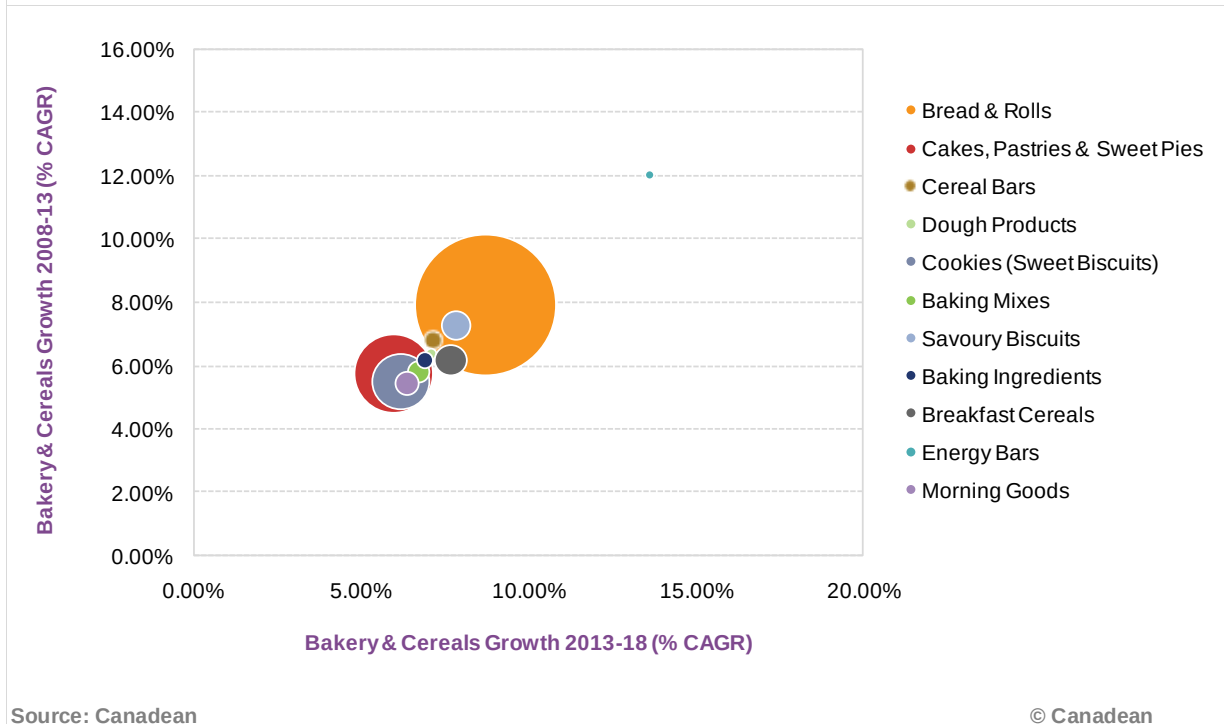
Chart in the above figure represents only sample data and no actual data is provided.

1.1.3 Market Growth Dynamics by Value – Bakery & Cereals, 2008–18

Table 7: United States Bakery & Cereals Market Dynamics: past and future growth rates (2008–13 & 2013–18) and market size (2008, 2013 & 2018), by Category, by Value (LCU m)

Category	CAGR 2013–18	CAGR 2008–13	Market Size 2008	Market Size 2013	Market Size 2018
Baking Ingredients					
Baking Mixes					
Bread & Rolls					
Breakfast Cereals					
Cakes, Pastries & Sweet Pies					
Cereal Bars					
Cookies (Sweet Biscuits)					
Dough Products					
Energy Bars					
Morning Goods					
Savory Biscuits					
Overall					
Source: Canadean			© Canadean		

Figure 3: United States Bakery & Cereals Market Dynamics, by Category, by Market Value, 2008–18



Note:

Chart in the above figure represents only sample data and no actual data is provided.

Report Methodology

In order to create the data for all the reports in this series and ensure its robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. While primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst's own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.

Related Reports

The Future of the Bakery & Cereals Market in Canada to 2018

The Future of the Bakery & Cereals Market in Mexico to 2018

The Future of the Bakery & Cereals Market in United States to 2018

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