



# The Route Trade Market in Australia 2010

*"Think foodservice, not retail"*



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## Introduction

This is the fourth edition in BIS *Foodservice's* series of studies covering the Route Trade Market in Australia.

The report gives comprehensive insights into the entire route trade industry including *route industry measures*, individual *channel insights*, *brand analysis* and *distribution* as well as *market outlook*.

This edition comprises an on line database providing market size estimates down to product and channel level both for volume and value. The database includes an interactive market share estimator facility.

An additional value-added on line database is also available uncovering: supply side data by product for last five years including production and sales data; indicative wholesale and retail prices; weekly and yearly product consumption index (PCI) by value and volume; pivot tables and charts and distribution share summary of products through supermarkets, foodservice and route trade.

Almost 50 food and non-alcoholic beverage products within five main product categories are covered by the report. These product categories include hot and cold beverages, bakery products, confectionery, dairy products and snack foods.

The report is based upon a total of almost 400 quantitative interviews comprising representative sample sizes within each route trade channel covered by the research.



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