

# Table of contents

<b>SYNOPSIS.....</b>	5	5.2 Domestic production size of industrial tomato (2008-2015).....	40
<b>INTRODUCTION.....</b>	7		
<b>1. GENERAL INFORMATION.....</b>	8	5.3 Domestic production size of clingstone peach (2008/09-2015/16).....	41
1.1 Sector's definition.....	9		
1.2 Sector's general figures.....	11	5.4 Domestic production size of juiced oranges (2007/08-2014/15).....	43
1.3 Sector's general characteristics.....	12		
1.4 Agricultural sector in Greece.....	13	5.5 Porter's five forces.....	44
1.5 Primary production of fruits and vegetables.....	16	<b>6. PRIMARY PRODUCTION PROCESSORS OF BASIC FRUITS AND VEGETABLES.....</b>	47
1.6 External trade of fruits and vegetables .....	18		
<b>2. INSTITUTIONAL FRAMEWORK.....</b>	20	6.1 Major processing companies of industrial tomato.....	49
<b>3. DEMAND.....</b>	26		
3.1 Determinants of demand.....	27	6.2 Major processing companies of clingstone peach.....	50
3.2 Analysis of selected determinants of demand.....	28	6.3 Major processing companies of oranges.....	52
<b>4. SUPPLY.....</b>	31	6.4 Major processing companies of oranges, with different main activity.....	53
4.1 Basic data of industrial tomato .....	32		
4.2 Basic data of clingstone peach.....	33	6.5 Turnover growth of major processing companies for industrial tomato (2009-2013).....	54
4.3 Basic data of juiced oranges.....	34		
4.4 Cultivated areas and producer's prices.....	35	6.6 Turnover growth of major processing companies for clingstone peach (2009-2013).....	55
<b>5. MARKET.....</b>	37		
5.1 Domestic production size of basic fruits and vegetables for processing(2008-2015).....	38	6.7 Turnover growth of major orange processing companies (2009-2013).....	58

# Table of contents

6.8 Turnover growth of major orange processing companies, with different main activity (2009-2013).....	59	<b>8. INTERNATIONAL MARKET</b> .....	100
6.9 External trade of processed tomato products (2009-2014).....	60	8.1 International production of industrial tomato.....	101
6.10 External trade of canned peach (2009-2014). ..	62	8.2 International market figures of clingstone peach..	104
6.11 External trade of orange juices (2009-2014)..	64	8.3 International quantity of juiced oranges.....	111
6.12 Financial analysis of the processing sector (2009-2013).....	66	8.4 International market's figures of orange juices....	113
6.13 Comparative evaluation of major processing companies' financial indicators (2013).....	82	<b>9. CONCLUSIONS-PROSPECTS</b> .....	115
<b>7. VALUATION OF PRIMARY PRODUCTION PROCESSORS OF BASIC FRUITS AND VEGETABLES.</b>		9.1 SWOT Analysis.....	116
7.1 Valuation methodology.....	94	9.2 Main findings - Prospects.....	117
7.2 Valuation of major processing companies of industrial tomato (2011-2013).....	95	<b>ANNEX</b>	
7.3 Valuation of major processing companies of clingstone peach (2011-2013) .....	97	Financial indicators of major processing sectors' enterprises (2009-2013).....	120
7.4 Valuation of major companies of juiced orange (2011-2013).....	98	A. Capital structure indicators and financial leverage .....	121
7.5 Valuation of primary production processors of basic fruits and vegetables (2011-2013).....	99	B. Liquidity indicators.....	141
		C. Activity indicators.....	153
		D. Performance indicators.....	173
		Types of financial indicators.....	193
		<b>SOURCES &amp; BIBLIOGRAPHY</b> .....	194