

Table of contents

EXECUTIVE SUMMARY.....	5	4.6 Comparative assessment of leading companies' financial indicators (2016).....	61
INTRODUCTION.....	7	5. VALUATION OF COMPANIES OF THE INDUSTRY...	64
1. GENERAL INFORMATION.....	8	5.1 Valuation methodology.....	65
1.1 Industry definition.....	9	5.2 Valuation of companies of the industry (2013-2016).....	66
1.2 Definitions of industry products.....	11	6. MARKET.....	67
1.3 Industry general facts & figures.....	14	6.1 Cold cuts domestic market size (2013-2017).....	68
1.4 Industry general characteristics.....	15	6.2 Cold cuts domestic market structure (2017).....	69
1.5 Distribution channels.....	17	6.3 Industrial production index evolution.....	71
2. INSTITUTIONAL FRAMEWORK.....	18	6.4 External trade of cold cuts (2013-2017).....	72
3. DEMAND.....	21	6.5 External trade of cold cuts structure, by country (2017).....	73
3.1 Determinants of demand.....	22	6.6 Porter's five forces.....	74
3.2 Analysis of selected determinants of demand....	24	7. INTERNATIONAL MARKET.....	81
4. SUPPLY.....	43	7.1 International market general characteristics.....	82
4.1 Turnover growth of major production companies (2013-2017).....	45	7.2 Cold cuts production in the EU-28 (2013-2016).....	83
4.2 Financial analysis of the industry (2013-2016)...	48	7.3 Cold cuts production in the EU-28, by country (2013-2016).....	84
4.3 Groups of companies financial indicators comparison (2016).....	54	7.4 Producer's price index in meat processing industry.....	86
4.4 Consolidated balance sheet Assets-Liabilities structure.....	56	7.5 Cold cuts external trade in the EU-28, by country (2010-2016).....	87
4.5 Companies financial results growth.....	57		

Table of contents

7.6 Meat production index in the EU-28.....	88
7.7 Cold cuts market in the U.S.A.....	89
8. CONCLUSIONS-PROSPECTS.....	91
8.1 SWOT analysis.....	92
8.2 Main findings-Prospects.....	93
APPENDIX	
Financial indicators of major companies of the industry (2013-2017).....	95
A. Capital structure and financial leverage indicators	96
B. Liquidity indicators.....	103
C. Activity indicators.....	106
D. Performance indicators.....	112
Financial formulas.....	117
SOURCES & BIBLIOGRAPHY.....	118