

Spreads Market in China - Product Launch Almanac 2010

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Abstracts

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Introduction

Datamonitor's Spreads market in China – Product Launch Almanac 2010 provides a complete guide to new product launches in Chinese spreads market since January 2010. This report includes detailed data on products including Package Type, Package Material, # SKUs, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the spreads market in China, with data from 2004 to 2009 and forecasts to 2014.

Scope

Spreads market in China - New product SKUs by category

Spreads market in China - New product SKUs by manufacturer

Spreads market in China - New product by pack type and materials

Spreads market in China – New Product descriptions

Highlights

241 product SKUs launched in the Chinese spreads market

Guilin Zhous Shunfa Foods Co., Ltd is the leading manufacturer in terms of new spreads products in China

Jars was the dominant packing type in the new products launched in Chinese spreads marke

Reason To Purchase

Tracking your competitors latest innovations (and trends)

Determine product innovation patterns by studying the characteristics of innovation activity in the Chinese Spreads market

Analyze trends in product development over time

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Guilin Zhous Shunfa Foods Co., Ltd is the leading manufacturer in terms of new spreads products in China

Jars was the dominant packing type in the new products launched in Chinese spreads market

Majority of the products launched in the spreads market used plastic as the package material

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