

Fresh Fruit Market in China: Business Report 2012

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Business Analytic Center (BAC)

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This report is a comprehensive research of fresh fruit market in China.

The report starts with giving brief country profile for China, including general information and main economic indicators.

Further, the report provides in-depth analyses fresh fruit market in the country. It identifies key market players, including major producers, wholesalers and distributing companies. The third chapter is fully devoted to China's fresh fruit market foreign trade. It evaluates volumes and dynamics of imports and exports within the sector in the recent years.

The last chapter lists all major Chinese consumers of fresh fruit, as well as provides results of the purchase activity monitoring related to these materials, which is achieved due to keeping track of various tenders databases, websites and marketplaces.

The aim of this study is to provide a tool which will assist strategy group and the management team specialists in making correct decisions as how to penetrate the China market and how to catch the maximum commercial opportunities in dealing with business partners in this country.

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