

Banana Market Trends in China

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Abstracts

This study focuses on China's Banana market trends. In the two past decades, the market has been growing at a fast pace. The dramatic expansions of the manufacturing capabilities and rising consumer consumptions in China have transformed China's society and economy. China is one of the world's major producers for industrial and consumer products. Far outpacing other economies in the world, China is the world's fastest growing market for the consumptions of goods and services. The Chinese economy maintains a high speed growth which has been stimulated by the consecutive increases of industrial output, imports & exports, consumer consumption and capital investment for over two decades. Rapid consolidation between medium and large players is anticipated since the Chinese government has been encouraging industry consolidation with an effort to regulate the industry and to improve competitiveness in the world market.

Although China has enjoyed the benefits of an expanding market for production and distribution, the industry is suffering from minimal innovation and investment in R&D and new product development. The sector's economies of scale have yet to be achieved. Most domestic manufacturers lack the autonomic intellectual property and financial resources to develop their own brand name products.

This new study focuses on market trends and forecasts with historical data (2010, 2015 and 2020) and long-term forecasts through 2025 and 2030 are presented.

The primary and secondary research is done in China in order to access up-to-date government regulations, market information and industry data. Data were collected from the Chinese government publications, Chinese language newspapers and magazines, industry associations, local governments' industry bureaus, industry publications, and our in-house databases.

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Contents

I. INTRODUCTION

Report Scope and Methodology
Executive Summary

II. BUSINESS ENVIRONMENT

Economic Outlook
Key Economic Indicators
Industrial Output
Population and Labor
Foreign Investment
Foreign Trade
Financial and Tax Regulations
Banking System and Regulations
Foreign Exchange
Taxes, Tariff and Custom Duties
Market Trends
Technology Development
Market Development
Major Industry Development
Regional Development
Enterprise Development
Labor Market Development

III. BANANA MARKET TRENDS

Banana Market Trends
Current Market Analyses
Market Development Trends
Market Challenges
Major Producers
Current Issues
Food Legislation
Packaging Legislation
Chinese Retail Market Trends
Consumer Income Trends

Consumer Spending Trends by Region

Northeast

North

Southeast

Central

Southwest

Northwest

IV. MARKETING STRATEGIES

China Market Entry Overview

China's Distribution System

Distribution Channels

Transportation and Freight Infrastructure

Communications

China's Market Entry

Exporting to China

License

Franchising

E-Commerce

Trading Companies and Local Agents

Representative Offices and Subsidiaries

Joint Ventures

Wholly Foreign-Owned Enterprise

List Of Tables

LIST OF TABLES

I. INTRODUCTION

Economic Outlook Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators

Industrial Output

Population and Labor Force Trends

Foreign Investment and Loans

Foreign Trade

III. BANANA MARKET TRENDS

Banana Sales and Forecasts

Chinese Retail Market Trends

Consumer Spending Trends by Region

Northeast

North

Southeast

Central

Southwest

Northwest

List Of Charts

LIST OF CHARTS

I. INTRODUCTION

Economic Outlook Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators

Industrial Output

Population and Labor Force Trends

Foreign Investment and Loans

Foreign Trade

III. BANANA MARKET TRENDS

Banana Sales and Forecasts

Chinese Retail Market Trends

Retail Sales by Type

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