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Broccoli Market Trends in China

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Abstracts

This study focuses on China's Broccoli 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. BROCCOLI MARKET TRENDS

Broccoli 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

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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

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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. BROCCOLI MARKET TRENDS

Broccoli Sales and Forecasts
Chinese Retail Market Trends
Consumer Spending Trends by Region
  Northeast
  North
  Southeast
  Central
  Southwest
  Northwest

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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. BROCCOLI MARKET TRENDS

Broccoli Sales and Forecasts
Chinese Retail Market Trends
Retail Sales by Type

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