

Frozen Food Companies in China

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Abstracts

This study focuses on China's Frozen Food industry assessments and company profiles. In the two past decades, the industry 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 analyzes the industry structure, capacities and output. Major producers' production locations, market shares and profiles 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

TABLE OF CONTENTS

I. INTRODUCTION

Report Scope and Methodology

Executive Summary

III. FROZEN FOOD INDUSTRY ASSESSMENTS

Frozen Food Industry Structure

Market Size and Growth

Major Producer Facility Locations and Output

Market Share of Key Producers

Potential Entrants

Major Foreign Investments

Technology Development

Products Trends

VII. FROZEN FOOD PRODUCER DIRECTORY

Frozen Food Producer Profiles

List Of Tables

LIST OF TABLES

I. INTRODUCTION

Economic Outlook Summary

Frozen Food Production and Demand Summary

III. FROZEN FOOD INDUSTRY ASSESSMENTS

Market Size

Major Producer Facility Location

Major Frozen Food Producers Output

Market Share of Key Producers

List Of Charts

LIST OF CHARTS

I. INTRODUCTION

Frozen Food Output and Demand Summary

III. FROZEN FOOD INDUSTRY ASSESSMENTS

China's Key Frozen Food Producer Location by Province

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