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Analyzing Food Retail in China 2016

https://marketpublishers.com/r/AC2FC94642AEN.html
Date: January 2016
Pages: 35
Price: US$ 500.00 (Single User License)
ID: AC2FC94642AEN

Abstracts

The Chinese food retail industry has been posting robust growth in the last couple of years and the same trend is expected to continue well beyond 2020 as well. As the main retail industry expands in China, there has been a sudden expansion in the food retail market as well. Rapid urbanization combined with rising incomes has contributed significantly to the growth of the food retail sector in the country.

At this robust growth rate, the value of the food retail industry in China is expected to reach nearly USD 1,500 billion by the end of 2019, far ahead of any other market in the Asia Pacific region.

The report Analyzing Food Retail in China from Aruvian Research is a complete insight into the Chinese food purchase and consumption pattern which is helping international hyper marketers and retail giants to focus and understand the Chinese food market better and prepare for eventual investment or wait decisions.

The report begins with an analysis of the global food retail industry through industry statistics, industry growth in value terms, industry segmentation, distribution channels in food retail and an industry forecast till 2019. The Chinese food retail industry is also analyzed through the same parameters.

This report further applies the Porter's Five Forces Strategy Analysis to the Chinese Food Retail Industry. The framework analyzes the industry through the bargaining power of suppliers, bargaining power of buyers, competitive rivalry in the industry, the threat of new entrants and the threat of industry substitution.

An industry forecast till 2019 is included in the report along with an analysis of the major players in the Chinese food retail industry. The major industry players include Carrefour SA, China Resources Enterprise, the Dashang Group and Lianhua Supermarket

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