Food Processing Industry in China - PEST Framework Analysis

Abstracts

The food processing industry is developing rapidly in China. The food industry is one of the basic industries to meet people's living needs. Rapid economic growth combined with higher disposable income means stronger demand for high quality processed food by Chinese consumers. To meet this demand, China's food processing industry also continues to grow at double-digit rates in excess of 10%. Experts predict that the Chinese food processing industry will surely have a bright future because currently only about one-quarter of China' food production is processed compared to about 80% in more developed countries.

Aruvian's R'search analyzes the Food Processing Industry in China in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Contents

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