

2015 Deep Research on Imported Food Market of China

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Abstracts

The imported food refers to food of non-domestic brands. Generally, it refers to food from other countries and regions, including the food which is produced in other countries and regions and packaged in China.

According to the statistics of China Light Industry Association, the import of food industry in China was \$8.83 billion in 2013, including \$5.19 billion of dairies, followed by \$2.07 billion of sugar. From January to August in 2014, the import of food industry in China was \$7.38 billion, including \$5.34 billion of dairies, followed by \$910 million of sugar.

It is pointed out in the Twelfth Five-year Development Plan of Food Industry that the intensification, scale and quality safety of food industry will be further improved in 2015, the regional distribution will be further optimized, and the modern food industry with strong capability of independent innovation, guarantee of safety and nutritional health and strong international competitiveness will be developed so as to improve the contribution of food industry to the society and strengthen the pillar position of food industry in expanding the consumption of urban and rural residents, driving the development of relevant industries and promoting the social harmony and stability in the new era.

The following years is still an important period of strategic opportunities for development of food industry in China. With the continuous expansion of the market, steady development of agricultural production, acceleration of application of high and new technologies, development of the emerging food industry, continuous improvement of the macro environment and other great opportunities, the food manufacturing industry tends to grow. It is predicted that the sales of food manufacturing industry of China will

reach RMB 2.71 trillion in 2018.

A lot of people in China enjoy snacks, which play an important role in their daily diet. In European and American countries, 97% of people often enjoy leisure food. This has become a fashion of life. Particularly, the leisure food which contains little oil and produced with fruits and vegetables as raw materials is very popular. It is developing towards health, vogue and functions. In China, the imported leisure food is popular due to the health and fashion demands, delicate package, unique taste and exquisite craft. Although the leisure food has a huge market, there is still no large-scaled and influential special brand enterprise engaged in imported food in China. The exclusive sales of imported food in China will inevitably become a golden industry with the most potential of development in next decade.

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