

Development and Market of Bakery Product in China 2016-2021 Proposal

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Abstracts

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1. INTRODUCTION

With the development of Chinese economy, the bakery industry is developing rapidly, and the sales of bakery products have been steadily expanding. In 2015, the sales volume has reached 8. 61 million tonnes, the sales value was RMB268. 07 billion. There were 1408 bakery enterprises above designated size by the end of 2015.

The customers will further improve the acceptance of western food and the transfer their consumption idea, the consumption of bakery products is expanding at 10% every year and become an important component of food consumption. By estimated, the bakery market will maintain a sustainable growth in next 30 years, the market size in second- and third-tier cities will even increase by 30%.

1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese bakery product industry;

To analyze the market import and export of bakery product industry;

To analyze the future trend of bakery product industry;

To analyze industrial size of the industry;

To reveal opportunities for bakery product industry in China.

2) Benefit from the Report

Obtain latest info of bakery product industry, such as market size, key players, etc. ;

Discover market potential in different regional markets;

Find out how Chinese bakery market will change and how your business can be involved in;

Keep informed of your competitors/their activities in China;

Learn about key market drivers, investment opportunity ;

2. SCOPE OF INVESTIGATION

The report will investigate Chinese bakery industry from the following aspects:

Market size

Demand and supply

Export and Import

Bellwether company

Etc.

3. TIME NEEDED

1-2 work weeks needed.

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