

# Development and Market of Premix Flour in China 2018-2023

<https://marketpublishers.com/r/D3D835B0D0DEN.html>

Date: July 2018

Pages: 55

Price: US\$ 3,500.00 (Single User License)

ID: D3D835B0D0DEN

## Abstracts

It takes 3-5 business days to dispatch the report after the purchase is made.

Bakery industry has rapid development in recent years, which introduced premix flour into bakery lovers group. Premix flour mixes complex materials in appropriate proportion with authentic flavor, which brings users a convenience simple baking experience.

China Food and Drug Administration statistics showed, there are over 100 authorized premix flour companies, distributed in Zhejiang, Shandong, Shanghai, Guangdong and economy well developed areas. The aggregate output of premix flour in China was about 318 thousand tonnes in 2017, and sale volume reached 305 thousand tonnes in 2017.

Along with Chinese standard of living improved and demand differences, baked food has vast market potentials in China, while premix flour plays an extremely important role in baked food. In the last few years, many companies have introduced different flavors, different packaging sizes cake premix flour. With the rapid development of the baked food industry in China, the development of premix flour market will also be a rapid growth. ASKCI predicts that the output and sale volume of China's premix flour in 2023 will reach 510 thousand tonnes and 502 thousand tonnes, respectively.

## Contents

### EXECUTIVE SUMMARY

### METHODOLOGY

## 1 CHINESE PREMIX FLOUR INDUSTRY DEVELOPMENT

### 1.1 Overview

- 1.1.1 Premix Flour Development in China
- 1.1.2 Major Brands in China
- 1.1.3 Classification of Premix Flour

### 1.2 Market Supply

- 1.2.1 Major Premix Flour Manufacturer
- 1.2.2 Premix Flour Output in China
- 1.2.3 Premix Flour Output Value in China

### 1.3 Market Demand

### 1.4 Market Price

## 2 PREMIX FLOUR INDUSTRIAL CHAIN

### 2.1 Upstream

- 2.1.1 Flour
- 2.1.2 Sugar

### 2.2 Downstream

- 2.2.1 Baking Food
- 2.2.2 Dairy Products
- 2.2.3 Frozen Rice Flour Food

## 3 CHINESE BELLWETHER COMPANY

### 3.1 Angel Yeast Co., Ltd

- 3.1.1 Company Profile
- 3.1.2 Main Products
- 3.1.3 Operation Analysis
- 3.1.4 Competitive Advantages

### 3.2 Guangzhou Puratos Food Co., Ltd

- 3.2.3 Operation Analysis

### 3.3 Zeelandia Baking Material (Wuxi) Co., LTD.

- 3.3.1 Company Profile
- 3.3.2 Main Products
- 3.3.3 Operation Analysis
- 3.3.4 Sales Network
- 3.4 Tianjin Rikevita Food Co., Ltd
  - 3.4.1 Company Profile
  - 3.4.2 Main Products
  - 3.4.3 Operation Analysis
  - 3.4.4 Sales Network
- 3.5 Panyu Mauri Food Co., Ltd.
  - 3.5.1 Company Profile
  - 3.5.2 Main Products
  - 3.5.3 Operation Analysis
  - 3.5.4 Sales Network
  - 3.5.5 Competition Analysis
- 3.6 Dachan Showa Food (Tianjin) Co., Ltd
  - 3.6.1 Company Profile
  - 3.6.2 Main Products
  - 3.6.3 Characteristics Analysis
  - 3.6.4 Operation Analysis
  - 3.6.5 Technology and Service
- 3.7 Bakels China Co., Ltd
  - 3.7.1 Company Profile
  - 3.7.2 Main Products
  - 3.7.3 Operation Analysis
  - 3.7.4 Sales Network
- 3.8 Bluesun Food Co., LTD
  - 3.8.1 Company Profile
  - 3.8.2 Main Products
  - 3.8.3 Operation Analysis
  - 3.8.4 Sales Network
  - 3.8.5 Competition Analysis

## **4 FORECAST ON PREMIX FLOUR IN CHINA**

- 4.1 Forecast on output
- 4.2 Forecast on output value

## **5 PREMIX FLOUR BUSINESS STRATEGY AND TACTICS**

- 5.1 Premix flour strategic development planning
  - 5.1.1 Business upgrades
  - 5.1.2 Business expands
  - 5.1.3 Business sustainable develops
- 5.2 Premix flour business strategic planning gist
  - 5.2.1 Government policy
  - 5.2.2 Industry law of development
  - 5.2.3 Resource and capability
  - 5.2.4 Foreseeable strategic positioning
- 5.3 Premix flour business tactics
  - 5.3.1 Integrated tactical planning
  - 5.3.2 Technology develop tactic
  - 5.3.3 Regional tactical planning
  - 5.3.4 Industry tactical planning
  - 5.3.5 Brand marketing tactic
  - 5.3.6 Competition tactical planning
- 5.4 Key customer strategy
  - 5.4.1 Necessary of key customer strategy
  - 5.4.2 Key customer definition
  - 5.4.3 Key customer development
  - 5.4.4 Key customer marketing

## List Of Tables

### LIST OF TABLES

Table 1	Major brands of premix flour product in China
Table 2	Classification of premix flour
Table 3	Major premix flour manufacturers in China
Table 4	Major premix flour manufacturer pricing
Table 5	Output of wheat flour in China, 2011-2017
Table 6	Top 10 wheat flour producers in China, 2017
Table 7	Output of sugar in China, 2011-2017
Table 8	Retail sales of baking food in China, 2011-2017
Table 9	Output of dairy products in China, 2011-2017
Table 10	Retail sales situation of dairy products in China, 2011-2017
Table 11	Output of frozen rice flour food in China, 2011-2017
Table 12	Main products of Angel Yeast
Table 13	Operation analysis of Angel Yeast by business, 2017
Table 14	Sales of Angel Yeast by region, 2017
Table 15	Sales and profit of Angel Yeast, 2012-2017
Table 16	Assets and liabilities of Angel Yeast, 2012-2017
Table 17	Profitability of Angel Yeast, 2012-2017
Table 18	Debt paying ability of Angel Yeast, 2012-2017
Table 19	Cost of Angel Yeast, 2012-2017
Table 20	Brief introduce of Guangzhou Puratos Food
Table 21	Main products of Guangzhou Puratos Food
Table 22	Sales and profit of Guangzhou Puratos Food, 2012-2017
Table 23	Return on sales and gross profit of Guangzhou Puratos Food, 2012-2017
Table 24	Brief introduce of Zeelandia Baking Material (Wuxi) CO., LTD
Table 25	Main products of Zeelandia Baking Material (Wuxi) CO., LTD
Table 26	Sales and profit of Zeelandia Baking Material (Wuxi) CO., LTD, 2012-2017
Table 27	Return on sales and gross profit of Zeelandia Baking Material, 2012-2017
Table 28	Brief introduce of TianJin Rikevita Food Co.,LTD
Table 29	Main products of TianJin Rikevita Food Co.,LTD
Table 30	Sales and profit of Tianjin Rikevita Food Co., LTD, 2012-2017
Table 31	Return on sales and gross profit of TianJin Rikevita Food Co.,LTD, 2012-2017
Table 32	Brief introduce of Panyu Mauri Food Co., Ltd.
Table 33	Main products of Panyu Mauri Food Co., Ltd.
Table 34	Sales and profit of Panyu Mauri Food Co., Ltd, 2012-2017
Table 35	Return on sales and gross profit of Panyu Mauri Food Co., Ltd, 2012-2017

Table 36	Brief introduction of Tianjin Dachan Showa Food Co., LTD
Table 37	Main products of Tianjin Dachan Showa Food Co., LTD
Table 38	Sales and profit of Tianjin Dachan Showa Food co., LTD, 2012-2017
Table 39	Return on sales and gross profit of Tianjin Dachan Showa Food co., LTD, 2012-2017
Table 40	Brief introduction of Bakels China
Table 41	Main products of Bakels Food Shanghai Co.,LTD
Table 42	Sales and profit of Bakels China Co., Ltd, 2012-2017
Table 43	Return on sales and gross profit of Bakels China Co., Ltd, 2012-2017
Table 44	Brief introduction of Bluesun Food Co., LTD
Table 45	Sales and profit of Bluesun Food Co., LTD, 2012-2017
Table 46	Return on sales and gross profit of Bluesun Food Co., LTD, 2012-2017
Table 47	Sales network of Bluesun Food Co., LTD
Table 48	Administrative and Strategic Planning of Enterprises to VIPs

## List Of Figures

### LIST OF FIGURES

- Figure 1 Output of premix flour in China, 2011-2017
- Figure 2 Output value of premix flour in China, 2011-2017
- Figure 3 Sales volume and value of premix flour in China, 2011-2017
- Figure 4 Chinese premix flour industrial chain
- Figure 5 Retail price of wheat flour in China (Unit: RMB/Kg)
- Figure 6 Price of sugar in China (Unit: RMB/t)
- Figure 7 Sales network of TianJin Rikevita Food Co.,LTD
- Figure 8 Output of premix flour in China, 2018-2023
- Figure 9 Output value of premix flour in China, 2018-2023

## I would like to order

Product name: Development and Market of Premix Flour in China 2018-2023

Product link: <https://marketpublishers.com/r/D3D835B0D0DEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D3D835B0D0DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970