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Development and Market of Protein Drinks in China 2015-2020 Proposal

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Abstracts

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Proteins are often called the building blocks of the body. Protein consists of combinations of structures called amino acids that combine in various ways to make muscles, bone, tendons, skin, hair, and other tissues. They serve other functions as well including nutrient transportation and enzyme production. Athletes need protein primarily to repair and rebuild muscle that is broken down during exercise and to help optimizes carbohydrate storage in the form of glycogen.

Compare to rest of the world, American are more willing to spend time and money on health & wellness foods and beverages. In 2014, protein supplement sales in U.S. was about $2,300 million, however, the rest of the world was about $1,800 million. In China, protein soft drinks market was still in deficiency.,

1) The Aim of Report
To provide readers with comprehensive and in depth understanding of global and Chinese protein drinks industry;
To analyze the market demand and supply of protein drinks industry;
To analyze the profitability of protein drinks industry;
To analyze market size of the industry;
To discover import and export statistics of the industry;
To reveal opportunities for protein drinks industry in global and China.

2) Benefit from the Report
Obtain latest info of protein drinks industry, such as market size, price index, key players, etc.;

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Find out how Chinese protein drinks 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 ;

3) Deliverables

Word-format report, with around 30 50 pages;

Excel-format database of key players of protein drinks;

Excel-format market data of protein drinks;

4) Time needed

2 or 3 weeks needed

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Foreign Bellwether Company
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CytoSport, Inc.
Fairlife.LLC
Iovate Health Sciences International Inc.
Nestlé's Corporate
Slim-Fast Foods Company
Chinese Bellwether Company
Coconut Palm Group Co. Ltd.
He Bei Cheng De Lolo Company Limited
Xiamen Yinlu Food Co. , Ltd.
VITASOY International Holdings Limited
Hebei Yangyuan Zhihui Drinks Stock Co., Ltd.
V V Food & Beverage Co., Ltd.

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