

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

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Date: November 2011

Pages: 30

Price: US\$ 6,500.00 (Single User License)

ID: D5E8759AAA5EN

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 powder market was still in deficiency, there are few only domestic protein powder Chinese businesses struggling in Chinese domestic market, rest of the market shares are captured by import brands.

1) The Aim of Report

To provide readers with comprehensive and in depth understanding of global and Chinese protein powder industry;

To analyze the market demand and supply of protein powder industry;

To analyze the profitability of protein powder industry;

To analyze market size of the industry;

To discover import and export statistics of the industry;

To reveal opportunities for protein powder industry in global and China.

2) Benefit from the Report

Obtain latest info of Protein Powder industry, such as market size, price index, key players, etc.;

Find out how Chinese protein powder 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 graphene;

Excel-format market data of graphene;

4) Time needed

2 or 3 weeks needed

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- GNC Holdings, Inc.
- MET-Rx Nutrition Inc.
- Iovate Health Sciences International Inc.
- Beijing Competitor Sports Science&Tech.Co.,Ltd
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