

# Development and Market of Soy Sauce in China 2016-2021 Proposal

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## Abstracts

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### 1. INTRODUCTION

The consumers of soy sauce product are divided into three groups: the first are personal consumers, accounted for 30%; the 30% are the dining enterprises; the last group, food processing enterprise accounted for 40%. In 2015, the sales of Chinese soy sauce product reached more than RMB44 billion, increased by over 11%.

There are many flavoring companies right now, and the industrial concentration is not high, but the industrial integration accelerates into branding, high-end oriented and intensification. The famous domestic soy sauce brands are Haitian, Lee Kum Kee, Jiajia, etc. Only Haitian and Lee Kum Kee have already set up a very good sales network of domestic market.

With the development of third party electric commerce and mobile payment, the soy sauce companies have participated in the E-commerce. This newly business mode will help soy sauce industry transfer and develop, by estimated, the sales of soy sauce product will reach RMB60 million in 2021.

#### 1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese soy sauce industry;

To analyze the market structure of soy sauce product industry;

To analyze the future trend of soy sauce industry;

To analyze industrial size of the industry;

To reveal opportunities for soy sauce industry in China.

## 2) Benefit from the Report

- Obtain latest info of soy sauce industry, such as market size, key players, etc.;
- Discover market potential in different regional markets;
- Find out how Chinese soy sauce 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 soy sauce industry from the following aspects:

Market size

Demand and supply

Bellwether company

Etc.

## 3. TIME NEEDED

1-2 work weeks needed.

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