

Market Analysis and Prospect of Frozen Food Industry in China 2015-2020

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Abstracts

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INTRODUCTION

Over the past decade, the market size of frozen food industry maintains rapid growth. The industry size has increased from RMB4.566 billion in 2004 to RMB64.981 billion in 2013, with CAGR of 30.42%. It indicates the developing trend of the industry. Although China's frozen food industry is developing rapidly, the per capita consumption is still at a low level. The market is expected to grow in the future and shows great opportunities.

In this report, ASKCI will further disclose market potential and commercial opportunities for frozen food industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese frozen food industry;

To analyze the market of the industry;

To discover drivers and barriers of the industry;

To reveal opportunities for frozen food industry in China.

2) Benefit from the Report

Obtain latest info of frozen food industry, such as current development, market analysis, performance, key players, etc.;

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

Keep informed of your competitors/their activities in the globe and in China;
Learn about key market drivers and barriers;
Share this information within your organization using free global intranet license.

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