

# Market Analysis and Prospect of Home Baking Supplies Industry in China 2015-2020

<https://marketpublishers.com/r/M6A7B0C83A4EN.html>

Date: August 2015

Pages: 0

Price: US\$ 5,000.00 (Single User License)

ID: M6A7B0C83A4EN

## Abstracts

### INTRODUCTION

In recent years, home baking becomes increasingly popular among many families in China. Besides the concerns for food security issues, the pursuit for joy when doing bakery is another important reason for the market growth. The popularity of home baking market also booms the prosperity of baking tools, equipment and supplies, which will further demonstrate market potentials as the demand continue to grow. In the first four month of 2014, 1.31 million units of electric oven were sold, with total sales of RMB750 million, which indicates the market potentials of home baking.

Despite so, it is also noteworthy that the variety of baking tools and supplies are not as diversified and accessible as those in countries like the U.S., Britain, France, etc. In addition, the public's focus on food security also indicates the demand for high quality and more diversified baking tools and supplies.

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

## Contents

### **1 OVERVIEW OF HOME BAKING SUPPLIES INDUSTRY IN THE GLOBE**

- 1.1 Current Development
- 1.2 Home baking supplies Types
- 1.3 Market Analysis by Region

### **2 OVERVIEW OF HOME BAKING SUPPLIES INDUSTRY IN CHINA**

- 2.1 Current Development
- 2.2 Policy and Regulations
- 2.3 Sales Channel

### **3 MARKET ANALYSIS OF HOME BAKING SUPPLIES INDUSTRY IN CHINA BY REGION**

- 3.1 North China
- 3.2 South China
- 3.3 East China
- 3.4 West China
- 3.5 Central China

### **4 IMPORT AND EXPORT ANALYSIS OF HOME BAKING SUPPLIES RELATED INDUSTRY IN CHINA**

- 4.1 Import and Export Analysis of Baking Powder
- 4.2 Import and Export Analysis of Butter
- 4.3 Import and Export Analysis of Other Refined Sugar

### **5 KEY BRANDS OF HOME BAKING SUPPLIES INDUSTRY IN CHINA**

- 5.1 Flour, Yeast & Suet
  - 5.1.1 Xinliang
  - 5.1.2 Lam Soon
  - 5.1.3 Shangyidao
  - 5.1.4 Angel
  - 5.1.5 Sunkeen
  - 5.1.6 Bakerdream

## 5.2 Dairy Products

5.2.1 Anchor

5.2.2 Nestle

5.2.3 Philadelphia

5.2.4 Westpro

## 5.3 Baking Ingredients

5.3.1 Sugarman

5.3.2 Taikoo

5.3.3 Gotit

## **6 PROSPECT OF HOME BAKING SUPPLIES INDUSTRY IN CHINA**

## **7 CONCLUSION AND RECOMMENDATIONS**

## List Of Tables

### LIST OF TABLES

Table 1 Policy of home baking supplies industry in China

Table 2 Import volume of butter in China

Table 3 Import value of butter in China

## List Of Figures

### LIST OF FIGURES

Figure 1 Market scale of home baking supplies industry in China, 2011-2014

Figure 2 Export destinations of other refined sugar

Figure 9 Market demand estimation of home baking supplies industry in China, 2015-2020

## I would like to order

Product name: Market Analysis and Prospect of Home Baking Supplies Industry in China 2015-2020

Product link: <https://marketpublishers.com/r/M6A7B0C83A4EN.html>

Price: US\$ 5,000.00 (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/M6A7B0C83A4EN.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