

Market Analysis and Prospect of Home Baking Tools and Equipment Industry in China 2015-2020

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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 tools and equipment 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 TOOLS AND EQUIPMENT INDUSTRY IN THE GLOBE

- 1.1 Current Development
- 1.2 Home baking tools and equipment Types
- 1.3 Market Analysis by Region

2 OVERVIEW OF HOME BAKING TOOLS AND EQUIPMENT INDUSTRY IN CHINA

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

3 MARKET ANALYSIS OF HOME BAKING TOOLS AND EQUIPMENT 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 TOOLS AND EQUIPMENT RELATED INDUSTRY IN CHINA

- 4.1 Import and Export Analysis of Other Bread, Cake, Biscuit and Bakery
- 4.2 Import and Export Analysis of Electric Oven
- 4.3 Import and Export Analysis of Plastic Utensils and Cookware

5 KEY PLAYERS OF HOME BAKING TOOLS AND EQUIPMENT INDUSTRY IN CHINA

- 5.1 Baking Tools Brands
 - 5.1.1 Sanneng
 - 5.1.2 Changdi
 - 5.1.3 Magic kitchen
 - 5.1.4 Gutai

5.1.5 Paparotty

5.1.6 TiMi

5.2 Proper Cooking Food

5.2.1 Baking Equipment Brands

5.2.2 Changdi

5.2.3 Midea

5.2.4 ACA

5.2.5 Galanz

5.2.6 Donlim

5.2.7 Panasonic

6 PROSPECT OF HOME BAKING TOOLS AND EQUIPMENT INDUSTRY IN CHINA

7 CONCLUSION AND RECOMMENDATIONS

List Of Tables

LIST OF TABLES

Table 1 Policy of home baking tools and equipment industry in China

Table 2 Import volume of electric oven in China

Table 3 Import value of electric oven in China

List Of Figures

LIST OF FIGURES

Figure 1 Market scale of home baking tools and equipment industry in China, 2011-2014

Figure 2 Export destinations of other bread, cake, biscuit and bakery

Figure 9 Market demand estimation of home baking tools and equipment industry in China, 2015-2020

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