

Outlook for Global and Chinese Infant Formula Industry

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Abstracts

In recent five years, the global infant formula market as a whole increased by 12%, which China's market grow the fastest, up to 22%, and witness steady growth for many years. While the growth rate of European and United States' market is very low in recent years.

In 2014, the growth rate of China's infant formula market is 21%. It is predicted that the market size of China's infant formula will reach 100 billion yuan in 2016.

New Zealand, European, United States, Australia and Argentina are the major infant formula export countries in the world, accounting for more than 90% of global total infant formula export volume in 2013.

The Aim of this report

To provide readers with comprehensive & in-depth understanding of global and China's infant formula industry;

To disclose market size of global and China's infant formula industry;

To analyze development trends of global and China's infant formula industry;

To estimate supply, import and export of infant formula situation in the world;

To introduce major players of infant formula in the world;

To analyze industry chain of infant formula;

To discuss marketing channel status and trends of infant formula industry

To reveal opportunities in Chinese infant formula industry.

SCOPE OF INVESTIGATION

The report will investigate global and China's infant formula industry from the following aspects:

Market size

Product and technology

Development environment

Cost structure

Supply and demand

Key players

Marketing channel

Commercial opportunity

Etc.

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