

# China Food and Drink Report Q2 2016

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## Abstracts

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**BMI View:** China will remain the most attractive consumer market globally despite the slowdown in its economy. Nonetheless, the period of easy growth is over as retail sales growth heads lower and consumers develop increasingly sophisticated tastes.

Accounting for rising health consciousness, demand for innovative goods and the surging popularity of e-commerce will be essential to succeed in the country.

Over the next five years, the greatest opportunities for food and drink manufacturers will be concentrated among young and high-income consumers. The youth save less than their elders, a trend which will be reinforced with the slowdown in the economy. The top 20% of households will experience the greatest income gains over the next five years. Therefore, opportunities for food and drink manufacturers will be concentrated among premium and innovative products, while staple categories will underperform. Illustrating this trend, Nestlé upgraded its Hsu Fu Chi product portfolio in 2015.

## Contents

BMI Industry View

SWOT

Food

Industry Forecast

Consumer Outlook

Food

Latest Updates

Structural Trends

Table: Food Sales (China 2013-2020)

Drink

Table: Non-alcoholic Drink Sales (China 2013-2020)

Mass Grocery Retail

Industry Risk/Reward Index

Asia Pacific - Risk/Reward Index

Table: Asia Pacific Food & Drink Risk/Reward Index Q216

China Risk/Reward Index

Market Overview

Food

Food Production

Instant Noodles

Confectionery

Agriculture

Dairy

Organics

Drink

Soft Drinks

Hot Drinks

Alcoholic Drinks

Mass Grocery Retail

Leading Players

Competitive Landscape

Table: Key Players In China's Food & Drink Sector

Table: Key Players In China's Mass Grocery Retail Sector

Company Profile

China Foods Ltd

Hsu Fu Chi

Kweichow Moutai

Sun Art Retail Group

Tingyi (Cayman Islands) Holding

Tsingtao

Wahaha

Demographic Forecast

Table: Population Headline Indicators (China 1990-2025)

Table: Key Population Ratios (China 1990-2025)

Table: Urban/Rural Population & Life Expectancy (China 1990-2025)

Table: Population By Age Group (China 1990-2025)

Table: Population By Age Group % (China 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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