

Global Soy Sauce Market: Trends & Opportunities (2015-2019)

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Abstracts

Scope of the Report

The report titled “Global Soy Sauce Market: Trends & Opportunities (2015-2019)”, analyzes the potential opportunities and significant trends in the soy sauce industry. Sizing and growth of the soy sauce industry has been provided for the period 2010-2014 and the industry has been forecasted for the period 2015 to 2019. Over the next five years, soy sauce market revenue is forecasted to grow with increase in growing health concerns and changing lifestyle and taste preferences. The report also gives an insight into the country wise product analysis and region specific analysis of growth drivers. Market share of key players by country as well as global market in the soy sauce industry has been explained in the market sizing segment.

The report provides detailed country analysis of US, Japan, China and Vietnam soy sauce market both in terms of value and volume and detailed analysis of the soy sauce market sizing and future growth by per capita consumption for the period 2010-2019. And the report also profiles key market players such as Foshan Haitian Flavoring and Food, Kikkoman Corporation and Masan Group on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Country Coverage

United States

Japan

China

Vietnam

Company Coverage

Foshan Haitian Flavoring and Food

Kikkoman Corporation

Masan Group

Executive Summary

Global soy sauce industry has witnessed strong growth over the period 2010-2014. In today's world, seasonings, dressings and condiments are a chief part of traditional multi cuisine as it increases taste and flavor to the food recipes. Growing consumer health concerns and interest towards different taste preferences and changing eating lifestyles are increasing the demand for soy sauces. Busy lifestyle and increase in the number of working population is fueling the demand for soy sauces in the US, Japan, China, Vietnam and Brazil among other countries. Growing consumer concerns towards healthy eating has increased the proportion of homemade food consumption. Preparing different multi cuisine food at home has increased the usage of soy sauces globally.

Growing health concerns is one of the main factors the consumers are shifting towards products like superior quality soy sauces as it contains less salt and sugar and other variants such as gluten free soy sauce. Due the health and wellness trend, soy sauce manufacturers are introducing new range of sauces in the market to meet the consumer demand. Increasing number of fast food chains and growing working population has a positive impact on the soy sauces industry. Rising demand for fast food and snacks has increased the consumption of soy sauce, dressings and condiments.

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