

Food Intolerance in China

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Abstracts

In China, food intolerance packaged food recorded dynamic sales growth in both value and volume terms in 2012 due to increasing demand for lactose-free food and diabetic food. The most widely available food intolerance packaged foods are lactose free special baby milk formula, diabetic confectionery and diabetic bakery products. The main factor behind the positive performance of food intolerance in 2012 was consumers' increasing health knowledge. Better living conditions led to an increasing...

Euromonitor International's Food Intolerance in China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2008-2012, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2017 illustrate how the market is set to change.

Product coverage: Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Food Intolerance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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