

# Food Intolerance in China

<https://marketpublishers.com/r/F08AFE233B3EN.html>

Date: September 2013

Pages: 26

Price: US\$ 900.00 (Single User License)

ID: F08AFE233B3EN

## 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Food Intolerance by Category: Value 2007-2012

Table 2 Sales of Food Intolerance by Category: % Value Growth 2007-2012

Table 3 Food Intolerance NBO Company Shares 2008-2012

Table 4 Food Intolerance NBO Brand Shares 2009-2012

Table 5 Forecast Sales of Food Intolerance by Category: Value 2012-2017

Table 6 Forecast Sales of Food Intolerance by Category: % Value Growth 2012-2017

Tianjin Alpha Health Production Co Ltd in Health and Wellness (china)

Strategic Direction

Key Facts

Summary 1 Tianjin Alpha Health Production Co Ltd: Key Facts

Company Background

Competitive Positioning

Summary 2 Tianjin Alpha Health Production Co Ltd: Competitive Position 2012

Executive Summary

Ongoing Health Awareness of Chinese Consumers Drives Sales

Fortified/functional Food Dominates Health and Wellness in 2012

Extensive Efforts Made by Manufacturers With New Products in A Fragmented Market

Dominant Position for Supermarkets/hypermarkets

Dynamic Growth Expected for Health and Wellness Over Forecast Period

Key Trends and Developments

Economy in China Stimulates Value Growth of Health and Wellness Food

Raising Health Awareness of Chinese Consumers

Food Safety Remains A Concern for Consumers

Fortified/functional Food Further Consolidates Health and Wellness Food

Ongoing Growth But A Small Value Share From Internet Channel

Market Data

Table 7 Sales of Health and Wellness by Type: Value 2007-2012

Table 8 Sales of Health and Wellness by Type: % Value Growth 2007-2012

Table 9 Sales of Health and Wellness by Category: Value 2007-2012

Table 10 Sales of Health and Wellness by Category: % Value Growth 2007-2012

Table 11 Sales of Health and Wellness by Prime Positioning: Value 2007-2012

Table 12 Sales of Health and Wellness by Prime Positioning: % Value Growth

**2007-2012**

Table 13 Health and Wellness GBO Company Shares 2008-2012

Table 14 Health and Wellness NBO Company Shares 2008-2012

Table 15 Health and Wellness NBO Brand Shares 2009-2012

Table 16 Forecast Sales of Health and Wellness by Type: Value 2012-2017

Table 17 Forecast Sales of Health and Wellness by Type: % Value Growth 2012-2017

Table 18 Forecast Sales of Health and Wellness by Category: Value 2012-2017

Table 19 Forecast Sales of Health and Wellness by Category: % Value Growth

**2012-2017**

Table 20 Forecast Sales of Health and Wellness by Prime Positioning: Value  
2012-2017

Table 21 Forecast Sales of Health and Wellness by Prime Positioning: % Value  
Growth 2012-2017

**Sources**

Summary 3 Research Sources

## I would like to order

Product name: Food Intolerance in China

Product link: <https://marketpublishers.com/r/F08AFE233B3EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F08AFE233B3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970