

# Fresh Food in China

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## Abstracts

Following the lifting of China's "zero Covid" policies, local consumers are gradually returning to their pre-pandemic lifestyles in 2023. As they resume their normal routines, the time spent at home is declining, resulting in retail volume drops for fresh food, and a return to dining out, thereby benefiting foodservice volumes. However, a quicker recovery for the latter channel is being hindered by economic uncertainty, with cautious consumers reducing their frequency of eating out, which ensure...

Euromonitor International's Fresh Food in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2018-2022, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, Vegetables.

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

Why buy this report?

Get a detailed picture of the Fresh Food 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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Shenzhen Pagoda Industrial (Group) Corporation Limited

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