

Soup in China

<https://marketpublishers.com/r/S70D9FDB248EN.html>

Date: November 2020

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: S70D9FDB248EN

Abstracts

The closure of foodservice channels and home seclusion led to a significant increase in home consumption of food during 2020. This led to increased demand for products that are easy to prepare and cook, especially amongst younger consumers with limited experience in home cooking. The large number of people suddenly forced to work from home also contributed to the rise in demand, as they sought products that could be prepared quickly and with minimal fuss so that they could fit lunch into the wor...

Euromonitor International's Soup 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 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Chilled Soup, Dehydrated Soup, Frozen Soup, Instant Soup, Shelf Stable Soup.

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

Why buy this report?

Get a detailed picture of the Soup 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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