

Sustainability in China

<https://marketpublishers.com/r/SC9D0466F831EN.html>

Date: December 2023

Pages: 45

Price: US\$ 2,100.00 (Single User License)

ID: SC9D0466F831EN

Abstracts

The majority of Chinese consumers try to positively impact the planet, leading to a rise in Meat Avoidance, with most of these consumers willing to pay more for sustainable products. As such, the largest industry of Dairy Products and Alternatives is seeing success in offering Vegan claims, aligning with Meat Avoiders' ethics. Offering vegetarian or vegan products is a key opportunity for all industries, while providing organic options would be well received by the growing number of environmenta...

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

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Euromonitor International
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