

Sweet and Savoury Snacks in China

<https://marketpublishers.com/r/SE071A1C227EN.html>

Date: December 2015

Pages: 43

Price: US\$ 990.00 (Single User License)

ID: SE071A1C227EN

Abstracts

Simple packaging is an important choice for many manufacturers to build a distinctive brand image. Also, new flavour launches boost sales of products to expanding consumers groups in different age segments. Orion (China) Co Ltd introduced honey butter flavour crisps and extruded snacks which are a popular in Asia, which boosted sales. As such, overall volume and value sales of sweet and savoury snacks record steady and sustainable growth of 5% and 8% respectively to reach two million tonnes and...

Euromonitor International's Sweet and Savoury Snacks 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Crisps, Extruded Snacks, Fruit Snacks, Nuts, Other Sweet and Savoury Snacks, Popcorn, Pretzels, Tortilla Chips.

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

Why buy this report?

Get a detailed picture of the Sweet and Savoury Snacks 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 Sweet and Savoury Snacks by Category: Volume 2010-2015

Table 2 Sales of Sweet and Savoury Snacks by Category: Value 2010-2015

Table 3 Sales of Sweet and Savoury Snacks by Category: % Volume Growth 2010-2015

Table 4 Sales of Sweet and Savoury Snacks by Category: % Value Growth 2010-2015

Table 5 Sales of Extruded Snacks by Type: % Value Breakdown 2010-2015

Table 6 NBO Company Shares of Sweet and Savoury Snacks: % Value 2011-2015

Table 7 LBN Brand Shares of Sweet and Savoury Snacks: % Value 2012-2015

Table 8 Distribution of Sweet and Savoury Snacks by Format: % Value 2010-2015

Table 9 Forecast Sales of Sweet and Savoury Snacks by Category: Volume 2015-2020

Table 10 Forecast Sales of Sweet and Savoury Snacks by Category: Value 2015-2020

Table 11 Forecast Sales of Sweet and Savoury Snacks by Category: % Volume Growth 2015-2020

Table 12 Forecast Sales of Sweet and Savoury Snacks by Category: % Value Growth 2015-2020

Summary 1 Other Sweet and Savoury Snacks: Product Types
Want Want Holdings Ltd in Packaged Food (china)

Strategic Direction

Key Facts

Summary 2 Want Want Holdings Ltd: Key Facts

Summary 3 Want Want Holdings Ltd: Operational Indicators

Competitive Positioning

Summary 4 Want Want Holdings Ltd: Competitive Position 2015

Executive Summary

2015 Sees Strong Growth But at A Slower Rate Due To Economic Concerns

China Discontinues One-baby Policy in 2015

Leading Dairy Giants Boost Share With Premium Products and Improved Distribution

Internet Retailing Soars From Low Base

Rising Incomes and Urbanisation Contribute To Good Forecast Period Performance

Key Trends and Developments

Packaged Food Continues To Flourish Despite Slower Economy

Consumers Bring Popular Italian Pasta and Pizza Foodservice Dishes Home

Long-term Impact of Two-child Policy Remains Uncertain

Internet Retailing Soars As More Consumers Go Online

Territory Key Trends and Developments

East China

Mid China

North and Northeast China

Northwest China

South China

Southwest China

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 13 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 14 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 15 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 16 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 17 Sales of Packaged Food by Category: Volume 2010-2015

Table 18 Sales of Packaged Food by Category: Value 2010-2015

Table 19 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 20 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 21 Sales of Packaged Food by Region: Value 2010-2015

Table 22 Sales of Packaged Food by Region: % Value Growth 2010-2015

Table 23 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 24 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 25 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 26 Penetration of Private Label by Category: % Value 2010-2015

Table 27 Distribution of Packaged Food by Format: % Value 2010-2015

Table 28 Distribution of Packaged Food by Format and Category: % Value 2015

Table 29 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 30 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 31 Forecast Sales of Packaged Food by Category: % Volume Growth

2015-2020

Table 32 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Sources

Summary 5 Research Sources

I would like to order

Product name: Sweet and Savoury Snacks in China

Product link: <https://marketpublishers.com/r/SE071A1C227EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SE071A1C227EN.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