

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Cutting Boards Market 2018, Forecast to 2023

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## Abstracts

Cutting Boards, also called chopping boards, is a type of kitchen utensils, mainly used in conjunction with the knife to cut meat, fish, vegetables and fruits and so on.

### SCOPE OF THE REPORT:

This report focuses on the Cutting Boards in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The Cutting Boards industry concentration is low; there are more than ten thousand manufacturers in the world, and high-end products mainly from North America, Western European and Japan.

The Cutting Boards industry is distributed by raw materials, many global famous manufactures in U.S. and E.U. make the woody cutting boards, while Chinese adopt bamboo widely, such as Suncha and Fujian Huayun. Japan as the advanced industrial country with a long story of cooking culture, the two famous cutting board companies both mainly adopt composite materials. Since the characters of cutting board industry, companies always manufacture located.

The key consumption markets locate at developing countries, because of the higher replacement rate of cheaper cutting boards. While food industry, supermarkets and restaurants, etc. become increasing consumption fields. China takes the market share of 34.33%, followed by U.S.A. with 24.84%. Europe and Japan's consumption market occupies 21.86%.

We tend to believe this industry becomes more and more mature, and there will be appeared more specialized companies.

In the international market, the marketing channels characteristic differ from company to

company.

The international companies prefer combination of stationed in physical stores and electricity sales, or some kitchen ware brands set direct-sale store and present their cutting boards.

Companies in developing countries such as China and India, in contrast, put more effort on direct selling business covering located market, and it is a common phenomenon in this industry. As they do not have that much international brand influence, their product quality is not good enough comparing with leading companies, however, they have price advantage. They like to expand their market share in developing countries and low-end international market.

In the Cutting Boards market, there still exists a distinct feature that the import and export rate of this industry is not high caused by the fact that many international manufactures expand their business through building factories or investments.

The market is influenced by the price, while the cutting boards are necessities of life. People considers the low price referring to low quality and high replacement rate, hence some more expensive cutting boards are quite popular. Although China domestic companies have price advantage since the poor manufacture processing, cheap raw material and less diversity of products, the duration is much shorter than high quality goods.

The leading companies own the advantages on better performance, more abundant product's types, better technical and impeccable after-sales service. Consequently, they take the majority of the market share of high-end market.

Looking to the future years, the stable and a little bit slow downward price trend in recent years will maintain. As competition intensifies, prices gap between different brands in similar class will go narrowing. Similarly, there will be fluctuation in gross margin.

Company mergers and acquisitions, and inter-companies cooperation have occurred for development and growth. As the downstream consumption usually follows with developed and rapid economic growth areas, such as BRICS, the developed areas' company prefers investing to underdevelopment regions these years.

This industry is affected by the economy and policy, such as luxury psychology as the increasing incomes, and the customs policy and environment policies, so it's important to put an eye to economic indexes and leaders' prefer. With the global economic recovery, more and more people pay attention to rising environment standards, especially in underdevelopment regions that have a large population and fast economic growth, the need of new material Cutting Boards will increase.

The worldwide market for Cutting Boards is expected to grow at a CAGR of roughly 2.4% over the next five years, will reach 11000 million US\$ in 2023, from 9580 million

US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

John Boos

Epicurean

Joseph Joseph

Edward Wohl

San Jamar

Suncha

Sage

Larch Wood

Paul Michael

Neoflam

Fackelmann

Hasegawa

Zeller Present

Parker-Asahi

Madeira

Fujian Huayun

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Wood material

Plastic material

Composite materials

Bamboo materials

Other (glass, steel, marble material etc.)

Market Segment by Applications, can be divided into

Household use

Industrial use

There are 15 Chapters to deeply display the global Cutting Boards market.

Chapter 1, to describe Cutting Boards Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Cutting Boards, with sales, revenue, and price of Cutting Boards, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Cutting Boards, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Cutting Boards market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Cutting Boards sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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