

Breakfast Cereals in China

<https://marketpublishers.com/r/B29E4FFAAE1EN.html>

Date: April 2019

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: B29E4FFAAE1EN

Abstracts

Breakfast Cereals in China

SUMMARY

Breakfast Cereals in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The breakfast cereals market consists of retail sales of hot cereals and ready-to-eat cereals. Hot cereals segment consists of traditional products (e.g. porridge oats), instant mixes and ready-to-heat products. Ready-to-eat cereals segment consists of children's breakfast cereals and family breakfast cereals such as, flakes, muesli and other RTE cereals. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The Chinese breakfast cereals market had total revenues of \$796.9m in 2018, representing a compound annual growth rate (CAGR) of 7.3% between 2014 and 2018.

Market consumption volume increased with a CAGR of 5.3% between 2014 and 2018, to reach a total of 113.5 million kilograms in 2018.

A rise in consumers' average disposable income, alongside an increasingly

young population, is driving growth in the breakfast cereals market.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the breakfast cereals market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the breakfast cereals market in China

Leading company profiles reveal details of key breakfast cereals market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China breakfast cereals market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the China breakfast cereals market by value in 2018?

What will be the size of the China breakfast cereals market in 2023?

What factors are affecting the strength of competition in the China breakfast cereals market?

How has the market performed over the last five years?

Who are the top competitors in China's breakfast cereals market?

Contents

- Executive Summary
- Market value
- Market value forecast
- Market volume
- Market volume forecast
- Category segmentation
- Geography segmentation
- Market share
- Market rivalry
- Market Overview
- Market definition
- Market analysis
- Market Data
- Market value
- Market volume
- Market Segmentation
- Category segmentation
- Geography segmentation
- Market share
- Market distribution
- Market Outlook
- Market value forecast
- Market volume forecast
- Five Forces Analysis
- Summary
- Buyer power
- Supplier power
- New entrants
- Threat of substitutes
- Degree of rivalry
- Leading Companies
- Cereal Partners Worldwide
- Guilin Seamild Biologic Technology Development Co., Ltd.
- Kellogg Company
- PepsiCo, Inc.
- Macroeconomic Indicators
- Country data

Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: China breakfast cereals market value: \$ million, 2014-18
- Table 2: China breakfast cereals market volume: million kilograms, 2014-18
- Table 3: China breakfast cereals market category segmentation: \$ million, 2018
- Table 4: China breakfast cereals market geography segmentation: \$ million, 2018
- Table 5: China breakfast cereals market share: % share, by value, 2018
- Table 6: China breakfast cereals market distribution: % share, by value, 2018
- Table 7: China breakfast cereals market value forecast: \$ million, 2018-23
- Table 8: China breakfast cereals market volume forecast: million kilograms, 2018-23
- Table 9: Cereal Partners Worldwide: key facts
- Table 10: Guilin Seamild Biologic Technology Development Co., Ltd.: key facts
- Table 11: Kellogg Company: key facts
- Table 12: Kellogg Company: key financials (\$)
- Table 13: Kellogg Company: key financial ratios
- Table 14: PepsiCo, Inc.: key facts
- Table 15: PepsiCo, Inc.: key financials (\$)
- Table 16: PepsiCo, Inc.: key financial ratios
- Table 17: China size of population (million), 2014-18
- Table 18: China gdp (constant 2005 prices, \$ billion), 2014-18
- Table 19: China gdp (current prices, \$ billion), 2014-18
- Table 20: China inflation, 2014-18
- Table 21: China consumer price index (absolute), 2014-18
- Table 22: China exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

- Figure 1: China breakfast cereals market value: \$ million, 2014-18
- Figure 2: China breakfast cereals market volume: million kilograms, 2014-18
- Figure 3: China breakfast cereals market category segmentation: % share, by value, 2018
- Figure 4: China breakfast cereals market geography segmentation: % share, by value, 2018
- Figure 5: China breakfast cereals market share: % share, by value, 2018
- Figure 6: China breakfast cereals market distribution: % share, by value, 2018
- Figure 7: China breakfast cereals market value forecast: \$ million, 2018-23
- Figure 8: China breakfast cereals market volume forecast: million kilograms, 2018-23
- Figure 9: Forces driving competition in the breakfast cereals market in China, 2018
- Figure 10: Drivers of buyer power in the breakfast cereals market in China, 2018
- Figure 11: Drivers of supplier power in the breakfast cereals market in China, 2018
- Figure 12: Factors influencing the likelihood of new entrants in the breakfast cereals market in China, 2018
- Figure 13: Factors influencing the threat of substitutes in the breakfast cereals market in China, 2018
- Figure 14: Drivers of degree of rivalry in the breakfast cereals market in China, 2018
- Figure 15: Kellogg Company: revenues & profitability
- Figure 16: Kellogg Company: assets & liabilities
- Figure 17: PepsiCo, Inc.: revenues & profitability
- Figure 18: PepsiCo, Inc.: assets & liabilities

COMPANIES MENTIONED

Cereal Partners Worldwide

Guilin Seamild Biologic Technology Development Co., Ltd.

Kellogg Company

PepsiCo, Inc.

I would like to order

Product name: Breakfast Cereals in China

Product link: <https://marketpublishers.com/r/B29E4FFAAE1EN.html>

Price: US\$ 350.00 (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/B29E4FFAAE1EN.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