

# Packaged Food Market in China 2014

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## Abstracts

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Netscribes' latest market research report titled Packaged Food Market in China 2014 highlights the competitive market scenario of the Chinese packaged food market and its growth prospects in the ensuing years. The Chinese packaged food market is experiencing rising demand due to various driving factors which, in turn, have been instrumental in providing immense opportunities to manufacturers to grow and operate in the market lucratively. The report provides a snapshot of the market overview of the packaged food in China. The report also gives an insight into the segmentation of the Chinese packaged food market illustrating the packaged food break – up. Moreover, organized retail formats serve as good distribution channels for packaged food. Entry strategy for foreign players into the packaged food market depends upon the type of retail distribution format selected by the players.

There are certain factors that have predominantly worked towards enabling the packaged food sector to grow in recent years. These include growth in income and consumption, changing urban lifestyle, improvement in packaging technology and most importantly growth in retail industry. These factors are contributing towards the rapid growth of the industry. For the packaged food segment, various governmental policies and schemes are being implemented. These initiatives are aimed at improving the status of the packaged food industry to support future demand.

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