

# **China Cookies Market Research Report 2018**

https://marketpublishers.com/r/C59B0D4265AEN.html

Date: February 2018

Pages: 97

Price: US\$ 3,400.00 (Single User License)

ID: C59B0D4265AEN

## **Abstracts**

The global Cookies market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

China plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of xx%.

This report studies the Cookies development status and future trend in China, focuses on top players in China, also splits Cookies by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players in China market include

Nestle
Kellogg's
United Biscuits
Bahlsen GmbH & Co. KG
Barilla Holding
Mondelez International

Y?ld?z Holding



Geographically, this report splits the China market into six regions,
South China
East China
Southwest China
Northeast China
North China
Central China
Northwest China
On the basis of product, this report displays the sales volume (K MT), revenue (Million USD), product price (USD/MT), market share and growth rate of each type, primarily split into
Plain Sweet Cookies
Chocolate-coated Cookies
Butter-based Cookies
Filled Cookies
Other Cookies
On the basis of the end users/application, this report covers
On the basis of the end users/application, this report covers  Online Sales



If you have any special requirements, please let us know and we will offer you the report as you want.



## **Contents**

China Cookies Market Research Report 2017

#### 1 COOKIES OVERVIEW

- 1.1 Product Overview and Scope of Cookies
- 1.2 Classification of Cookies by Product Category
  - 1.2.1 China Cookies Sales (K MT) Comparison by Type (2012-2022)
  - 1.2.2 China Cookies Sales (K MT) Market Share by Type in 2016
  - 1.2.3 Plain Sweet Cookies
- 1.2.4 Chocolate-coated Cookies
- 1.2.5 Butter-based Cookies
- 1.2.6 Filled Cookies
- 1.2.7 Other Cookies
- 1.3 China Cookies Market by Application/End Users
- 1.3.1 China Cookies Sales (K MT) and Market Share Comparison by Applications (2012-2022)
  - 1.3.2 Online Sales
  - 1.3.3 Offline Sales
- 1.4 China Cookies Market by Region
  - 1.4.1 China Cookies Market Size (Million USD) Comparison by Region (2012-2022)
  - 1.4.2 South China Cookies Status and Prospect (2012-2022)
  - 1.4.3 East China Cookies Status and Prospect (2012-2022)
  - 1.4.4 Southwest China Cookies Status and Prospect (2012-2022)
  - 1.4.5 Northeast China Cookies Status and Prospect (2012-2022)
  - 1.4.6 North China Cookies Status and Prospect (2012-2022)
  - 1.4.7 Central China Cookies Status and Prospect (2012-2022)
- 1.5 China Market Size (Sales and Revenue) of Cookies (2012-2022)
  - 1.5.1 China Cookies Sales (K MT) and Growth Rate (%)(2012-2022)
  - 1.5.2 China Cookies Revenue (Million USD) and Growth Rate (%)(2012-2022)

# 2 CHINA COOKIES MARKET COMPETITION BY PLAYERS/MANUFACTURERS

- 2.1 China Cookies Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.2 China Cookies Revenue and Share by Players/Manufacturers (2012-2017)
- 2.3 China Cookies Average Price (USD/MT) by Players/Manufacturers (2012-2017)
- 2.4 China Cookies Market Competitive Situation and Trends
  - 2.4.1 China Cookies Market Concentration Rate



- 2.4.2 China Cookies Market Share of Top 3 and Top 5 Players/Manufacturers
- 2.4.3 Mergers & Acquisitions, Expansion in China Market
- 2.5 China Players/Manufacturers Cookies Manufacturing Base Distribution, Sales Area, Product Types

## 3 CHINA COOKIES SALES AND REVENUE BY REGION (2012-2017)

- 3.1 China Cookies Sales (K MT) and Market Share by Region (2012-2017)
- 3.2 China Cookies Revenue (Million USD) and Market Share by Region (2012-2017)
- 3.3 China Cookies Price (USD/MT) by Regions (2012-2017)

# 4 CHINA COOKIES SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2012-2017)

- 4.1 China Cookies Sales (K MT) and Market Share by Type/ Product Category (2012-2017)
- 4.2 China Cookies Revenue (Million USD) and Market Share by Type (2012-2017)
- 4.3 China Cookies Price (USD/MT) by Type (2012-2017)
- 4.4 China Cookies Sales Growth Rate (%) by Type (2012-2017)

#### **5 CHINA COOKIES SALES BY APPLICATION (2012-2017)**

- 5.1 China Cookies Sales (K MT) and Market Share by Application (2012-2017)
- 5.2 China Cookies Sales Growth Rate (%) by Application (2012-2017)
- 5.3 Market Drivers and Opportunities

#### 6 CHINA COOKIES PLAYERS/SUPPLIERS PROFILES AND SALES DATA

- 6.1 Nestle
  - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.1.2 Cookies Product Category, Application and Specification
    - 6.1.2.1 Product A
    - 6.1.2.2 Product B
- 6.1.3 Nestle Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)
  - 6.1.4 Main Business/Business Overview
- 6.2 Kellogg's
  - 6.2.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.2.2 Cookies Product Category, Application and Specification



- 6.2.2.1 Product A
- 6.2.2.2 Product B
- 6.2.3 Kellogg's Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)
  - 6.2.4 Main Business/Business Overview
- 6.3 United Biscuits
  - 6.3.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.3.2 Cookies Product Category, Application and Specification
    - 6.3.2.1 Product A
    - 6.3.2.2 Product B
- 6.3.3 United Biscuits Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)
  - 6.3.4 Main Business/Business Overview
- 6.4 Bahlsen GmbH & Co. KG
  - 6.4.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.4.2 Cookies Product Category, Application and Specification
    - 6.4.2.1 Product A
    - 6.4.2.2 Product B
- 6.4.3 Bahlsen GmbH & Co. KG Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)
  - 6.4.4 Main Business/Business Overview
- 6.5 Barilla Holding
  - 6.5.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.5.2 Cookies Product Category, Application and Specification
    - 6.5.2.1 Product A
    - 6.5.2.2 Product B
- 6.5.3 Barilla Holding Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)
  - 6.5.4 Main Business/Business Overview
- 6.6 Mondelez International
  - 6.6.1 Company Basic Information, Manufacturing Base and Competitors
  - 6.6.2 Cookies Product Category, Application and Specification
    - 6.6.2.1 Product A
    - 6.6.2.2 Product B
- 6.6.3 Mondelez International Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)
  - 6.6.4 Main Business/Business Overview
- 6.7 Y?ld?z Holding
  - 6.7.1 Company Basic Information, Manufacturing Base and Competitors



- 6.7.2 Cookies Product Category, Application and Specification
  - 6.7.2.1 Product A
  - 6.7.2.2 Product B
- 6.7.3 Y?ld?z Holding Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)
  - 6.7.4 Main Business/Business Overview

#### **7 COOKIES MANUFACTURING COST ANALYSIS**

- 7.1 Cookies Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Cookies

#### 8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Cookies Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Cookies Major Manufacturers in 2016
- 8.4 Downstream Buyers

### 9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List



#### 10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
- 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

# 11 CHINA COOKIES MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)

- 11.1 China Cookies Sales (K MT), Revenue (Million USD) Forecast (2017-2022)
- 11.2 China Cookies Sales (K MT) Forecast by Type (2017-2022)
- 11.3 China Cookies Sales (K MT) Forecast by Application (2017-2022)
- 11.4 China Cookies Sales (K MT) Forecast by Region (2017-2022)

#### 12 RESEARCH FINDINGS AND CONCLUSION

#### 13 METHODOLOGY AND DATA SOURCE

- 13.1 Methodology/Research Approach
  - 13.1.1 Research Programs/Design
  - 13.1.2 Market Size Estimation
- 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source
  - 13.2.1 Secondary Sources
  - 13.2.2 Primary Sources
- 13.3 Disclaimer
- 13.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.



# **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Global and China Market Size (Million USD) Comparison (2012-2022)

Table Cookies Sales (K MT) and Revenue (Million USD) Market Split by Product Type

Table Cookies Sales (K MT) by Application (2016-2022)

Figure Product Picture of Cookies

Table China Cookies Sales (K MT) and Growth Rate (%) Comparison by Types

(Product Category) (2012-2022)

Figure China Cookies Sales Volume Market Share by Types in 2016

Figure Plain Sweet Cookies Product Picture

Figure Chocolate-coated Cookies Product Picture

Figure Butter-based Cookies Product Picture

Figure Filled Cookies Product Picture

Figure Other Cookies Product Picture

Figure China Cookies Sales (K MT) Comparison by Application (2012-2022)

Figure China Sales Market Share (%) of Cookies by Application in 2016

Figure Online Sales Examples

Table Key Downstream Customer in Online Sales

Figure Offline Sales Examples

Table Key Downstream Customer in Offline Sales

Figure South China Cookies Revenue (Million USD) and Growth Rate (2012-2022)

Figure East China Cookies Revenue (Million USD) and Growth Rate (2012-2022)

Figure Southwest China Cookies Revenue (Million USD) and Growth Rate (2012-2022)

Figure Northeast China Cookies Revenue (Million USD) and Growth Rate (2012-2022)

Figure North China Cookies Revenue (Million USD) and Growth Rate (2012-2022)

Figure Central China Cookies Revenue (Million USD) and Growth Rate (2012-2022)

Figure China Cookies Sales (K MT) and Growth Rate (%)(2012-2022)

Figure China Cookies Revenue (Million USD) and Growth Rate (%)(2012-2022)

Table China Cookies Sales of Key Players/Manufacturers (2012-2017)

Table China Cookies Sales Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Cookies Sales Share (%) by Players/Manufacturers

Figure 2017 China Cookies Sales Share (%) by Players/Manufacturers

Table China Cookies Revenue by Players/Manufacturers (2012-2017)

Table China Cookies Revenue Market Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Cookies Revenue Market Share (%) by Players/Manufacturers

Figure 2017 China Cookies Revenue Market Share (%) by Players/Manufacturers



Table China Market Cookies Average Price of Key Players/Manufacturers (2012-2017)

Figure China Market Cookies Average Price of Key Players/Manufacturers in 2016

Figure China Cookies Market Share of Top 3 Players/Manufacturers

Figure China Cookies Market Share of Top 5 Players/Manufacturers

Table China Players/Manufacturers Cookies Manufacturing Base Distribution and Sales Area

Table China Players/Manufacturers Cookies Product Category

Table China Cookies Sales (K MT) by Regions (2012-2017)

Table China Cookies Sales Share (%) by Regions (2012-2017)

Figure China Cookies Sales Share (%) by Regions (2012-2017)

Figure China Cookies Sales Market Share (%) by Regions in 2016

Table China Cookies Revenue (Million USD) and Market Share by Regions (2012-2017)

Table China Cookies Revenue Market Share (%) by Regions (2012-2017)

Figure China Cookies Revenue Market Share (%) by Regions (2012-2017)

Figure China Cookies Revenue Market Share (%) by Regions in 2016

Table China Cookies Price (USD/MT) by Regions (2012-2017)

Table China Cookies Sales (K MT) by Type (2012-2017)

Table China Cookies Sales Share (%) by Type (2012-2017)

Figure China Cookies Sales Share (%) by Type (2012-2017)

Figure China Cookies Sales Market Share (%) by Type in 2016

Table China Cookies Revenue (Million USD) and Market Share by Type (2012-2017)

Table China Cookies Revenue Market Share (%) by Type (2012-2017)

Figure Revenue Market Share of Cookies by Type (2012-2017)

Figure Revenue Market Share of Cookies by Type in 2016

Table China Cookies Price (USD/MT) by Types (2012-2017)

Figure China Cookies Sales Growth Rate (%) by Type (2012-2017)

Table China Cookies Sales (K MT) by Applications (2012-2017)

Table China Cookies Sales Market Share (%) by Applications (2012-2017)

Figure China Cookies Sales Market Share (%) by Application (2012-2017)

Figure China Cookies Sales Market Share (%) by Application in 2016

Table China Cookies Sales Growth Rate (%) by Application (2012-2017)

Figure China Cookies Sales Growth Rate (%) by Application (2012-2017)

Table Nestle Cookies Basic Information List

Table Nestle Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)

Figure Nestle Cookies Sales (K MT) and Growth Rate (%)(2012-2017)

Figure Nestle Cookies Sales Market Share (%) in China (2012-2017)

Figure Nestle Cookies Revenue Market Share (%) in China (2012-2017)

Table Kellogg's Cookies Basic Information List



Table Kellogg's Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)

Figure Kellogg's Cookies Sales (K MT) and Growth Rate (%)(2012-2017)

Figure Kellogg's Cookies Sales Market Share (%) in China (2012-2017)

Figure Kellogg's Cookies Revenue Market Share (%) in China (2012-2017)

Table United Biscuits Cookies Basic Information List

Table United Biscuits Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)

Figure United Biscuits Cookies Sales (K MT) and Growth Rate (%)(2012-2017)

Figure United Biscuits Cookies Sales Market Share (%) in China (2012-2017)

Figure United Biscuits Cookies Revenue Market Share (%) in China (2012-2017)

Table Bahlsen GmbH & Co. KG Cookies Basic Information List

Table Bahlsen GmbH & Co. KG Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)

Figure Bahlsen GmbH & Co. KG Cookies Sales (K MT) and Growth Rate (%)(2012-2017)

Figure Bahlsen GmbH & Co. KG Cookies Sales Market Share (%) in China (2012-2017) Figure Bahlsen GmbH & Co. KG Cookies Revenue Market Share (%) in China (2012-2017)

Table Barilla Holding Cookies Basic Information List

Table Barilla Holding Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)

Figure Barilla Holding Cookies Sales (K MT) and Growth Rate (%)(2012-2017)

Figure Barilla Holding Cookies Sales Market Share (%) in China (2012-2017)

Figure Barilla Holding Cookies Revenue Market Share (%) in China (2012-2017)

Table Mondelez International Cookies Basic Information List

Table Mondelez International Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)

Figure Mondelez International Cookies Sales (K MT) and Growth Rate (%)(2012-2017)

Figure Mondelez International Cookies Sales Market Share (%) in China (2012-2017)

Figure Mondelez International Cookies Revenue Market Share (%) in China (2012-2017)

Table Y?ld?z Holding Cookies Basic Information List

Table Y?ld?z Holding Cookies Sales (K MT), Revenue (Million USD), Price (USD/MT) and Gross Margin (%)(2012-2017)

Figure Y?ld?z Holding Cookies Sales (K MT) and Growth Rate (%)(2012-2017)

Figure Y?ld?z Holding Cookies Sales Market Share (%) in China (2012-2017)

Figure Y?ld?z Holding Cookies Revenue Market Share (%) in China (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material



Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Cookies

Figure Manufacturing Process Analysis of Cookies

Figure Cookies Industrial Chain Analysis

Table Raw Materials Sources of Cookies Major Players/Manufacturers in 2016

Table Major Buyers of Cookies

Table Distributors/Traders List

Figure China Cookies Sales (K MT) and Growth Rate (%) Forecast (2017-2022)

Figure China Cookies Revenue (Million USD) and Growth Rate Forecast (2017-2022)

Figure China Cookies Price (USD/MT) Trend Forecast (2017-2022)

Table China Cookies Sales (K MT) Forecast by Type (2017-2022)

Figure China Cookies Sales (K MT) Forecast by Type (2017-2022)

Figure China Cookies Sales Volume Market Share Forecast by Type in 2022

Table China Cookies Sales (K MT) Forecast by Application (2017-2022)

Figure China Cookies Sales Volume Market Share Forecast by Application (2017-2022)

Figure China Cookies Sales Volume Market Share Forecast by Application in 2022

Table China Cookies Sales (K MT) Forecast by Regions (2017-2022)

Table China Cookies Sales Volume Share Forecast by Regions (2017-2022)

Figure China Cookies Sales Volume Share Forecast by Regions (2017-2022)

Figure China Cookies Sales Volume Share Forecast by Regions in 2022

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources



#### I would like to order

Product name: China Cookies Market Research Report 2018

Product link: https://marketpublishers.com/r/C59B0D4265AEN.html

Price: US\$ 3,400.00 (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 <a href="https://marketpublishers.com/r/C59B0D4265AEN.html">https://marketpublishers.com/r/C59B0D4265AEN.html</a>

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
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

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