

China Fast Food Market Analysis

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Abstracts

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China represents one of the world's largest economies. The country's per capita income and spending are rated among the highest in the world. Due to the increasing consumer shift towards fast food, total fast food industry of China reached up to an estimated value of over US\$ 74 Billion during 2010, which is considerably higher than other fastest growing economies. The current market status in the country offers huge growth opportunities for both international and domestic players.

Chinese fast food industry is anticipated to grow at a CAGR of around 13% during 2011-2014, says our latest research report "China Fast Food Market Analysis". Currently, the market growth is largely fuelled by the increasing acceptance of western culture and increasing disposable income of the consumers. Anticipating the future growth, many big international players are entering into the market by making deals with the domestic players. Further, already existing players are expanding their presence in different provinces of the country. This trend will emerge more strongly during our forecast period, thereby providing opportunities to the local players to widen their product portfolios.

Ongoing analysis found that, the Chinese consumers are increasingly shifting towards different food flavors with the emerging acceptance of franchising route. These trends are expected to grow in coming years on the back of huge untapped opportunities in both the sectors. Besides, changing consumer behavior is emerging as one of the major driving factors for the Chinese fast food industry.

Besides discussing the growing segments like, noodle market, pizza market, and snack

food market, the report provides extensive information on the country's fast food market. Thus, in this way, it provides valuable information to fast food companies and investors planning to enter this market. Facts and figures regarding market size, growth, share, and trends in technology development have been thoroughly analyzed in the report to provide clients a comprehensive overview of the market. Due consideration has been given to the competitive landscape to enable clients understand the market structure and future growth prospects.

Contents

1. ANALYST VIEW

2. CHINA - A GLOBAL PLAYER

3. FOOD FLAVORS

3.1 Market Overview

3.2 Condiments

4. CHANGING CONSUMER PATTERN

4.1 Disposable income

4.2 Expenditure

5. FRANCHISING ROUTE

5.1 Market Overview

5.2 Recent Development

6. RETAIL MARKET

6.1 Current Scenario

6.2 Future Outlook to 2014

7. FAST FOOD INDUSTRY

7.1 Present Scenario

7.2 Future Outlook to 2014

8. NOODLES MARKET

8.1 Current Scenario

8.2 Future Outlook to 2014

9. PIZZA MARKET

- 9.1 Current Scenario
- 9.2 Future Outlook to 2014

10. SNACK FOOD MARKET

- 10.1 Present Scenario
- 10.2 Future Outlook to 2014

11. KEY PLAYERS

- 11.1 Foreign Players
 - 11.1.1 McDonald's Corporation
 - 11.1.2 Yum! Brands, Inc.
 - 11.1.3 Minor International Public Co. Ltd
 - 11.1.4 Tingyi Holding Corporation
- 11.2 Domestic Players
 - 11.2.1 Little Sheep Group Limited
 - 11.2.2 China Quanjude (Group) Co., Ltd
 - 11.2.3 Cafe de Coral Group

List Of Figures

LIST OF FIGURES:

- Figure 2-1: Growth in Fast Food Industry with respect to Other Countries
- Figure 3-1: Condiment & Fermented Goods Market (Billion CNY), 2010 & 2014
- Figure 4-1: Per Head Personal Disposable & Median Household Income (US\$), 2008-2010
- Figure 4-2: Breakup of Consumer Expenditure (%), 2009
- Figure 5-1: Share of Franchising in Retail Industry (2010)
- Figure 6-1: Retail Sales (Trillion US\$), 2008-2010
- Figure 6-2: Food & Non-food Retail Sales (Billion US\$), 2008-2010
- Figure 6-3: Forecast for Retail Sales (Trillion US\$), 2011-2014
- Figure 6-4: Forecast for Food & Non-food Retail Sales (Billion US\$), 2011-2014
- Figure 7-1: Fast Food Industry (Billion US\$), 2009 & 2010
- Figure 7-2: Forecast for Share of Fast Food in Retail Sales (2014)
- Figure 7-3: Forecast for Fast Food Industry (Billion US\$), 2011-2014
- Figure 8-1: Instant Noodles Market (Billion US\$), 2008-2010
- Figure 8-2: Forecast for Instant Noodles Market (Billion US\$), 2011-2014
- Figure 9-1: Pizza Market (Billion US\$), 2009 & 2010
- Figure 9-2: Forecast for Pizza Market (Billion US\$), 2011-2014
- Figure 10-1: Snack Food Market (Billion CNY), 2009 & 2010
- Figure 10-2: Forecast for Snack Food Market (Billion CNY), 2011-2014

List Of Tables

LIST OF TABLES:

Table 7-1: Top 10 Fast Food Enterprises (2009)

Table 11-1: McDonald's Corporation - Key Financials (Million US\$), 2008 & 2009

Table 11-2: McDonald's Corporation - SWOT Analysis

Table 11-3: Yum! Brands, Inc. - Key Financials (Million US\$), 2008 & 2009

Table 11-4: Yum! Brands, Inc. – SWOT Analysis

Table 11-5: Minor International Public Co. Ltd - Key Financials (Million Baht), 2008 & 2009

Table 11-6: Minor International Public Co. Ltd – SWOT Analysis

Table 11-7: Tingyi Holding Corporation - Key Financials (Billion US\$), 2008 & 2009

Table 11-8: Tingyi Holding Corporation – SWOT Analysis

Table 11-9: Little Sheep Group Limited - Key Financials (Billion CNY), 2008 & 2009

Table 11-10: China Quanjude (Group) Co., Ltd - Key Financials (Million US\$), 2008 & 2009

Table 11-11: Café de Coral Group - Key Financials (Million US\$), 2009 & 2010

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