

# Chinese Processed Food Market Analysis

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## Abstracts

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The food processing industry is counted among the fastest growing industries in China. The industry has been growing at a double digit rate on account of rapid economic growth and rising disposable income that has created strong demand for high quality processed food. Changing food consumption pattern and growing appetite for variety of new taste make this industry lucrative for new as well as existing players, says “Chinese Processed Food Market Analysis”, our new market research report.

As per the report, there was hardly any impact of financial crisis on the Chinese processed food market. Demand for processed food remained on its previous positive growth path even in tough economic conditions. We believe that the processed food industry in China will grow at a CAGR of around 33% during 2010-2013.

Our research has also revealed that processed meat is the leading segment of the processed food market. This segment will continue to be the highest growing segment in future with the prospective growth of nearly 16% in the next 3-4 years. Apart from the processed meat, dairy and ready meals are the other two highest growing segments.

We have also found that the availability of processed foods products will improve as modern food-retailing formats look beyond to Tier-1 cities and expand their operation into Tier-2, 3 and rural cities to meet the rising demand from more affluent consumers. In order to exploit the opportunities, many local processed food producers have already started focusing on making processed food for domestic sales.

Our report provides an extensive research and prudent analysis of the Chinese

processed food market. The report covers important segments of the processed food industry, including Processed Meat, Fish and Sea food, Fruit & Vegetable Juice, Dairy Products and Ready Meals. Each section succinctly explains the past, current and future market trends. In addition, a brief overview of prominent market players have been included in the competitive landscape section. This sections throws light on the business areas of the market players along with their past years performance.

The report also gives valuable information about the emerging market trends to help clients understand the market dynamics and probable future growth track of the processed food industry.

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