

Research Report on Chinese Instant Noodle and Rice Industry

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Abstracts

Instant food become more and more necessity in fast pace ages. Instant noodle and rice etc. are featured as the merits of low price and convenience but the demerits of high-calorie and nutrition shortage. In China, the major consumers of instant noodle can be divided into two categories: one is travelers and the other is single youths, such as university students and so on. In China, the price of instant noodle packed with bag is below two Yuan (0.29 USD) and the price of instant noodle packed with bowl is less than four Yuan (0.58 USD). However, the average price of a buffet is more than eight Yuan (1.14 USD) in the big cities in China. In 2008, the sales volumes of Chinese instant noodle, rice and vermicelli were over 5.5 million tons valued at least 6 billion USD, in which instant noodle accounted for about 95% market share of sales volumes and 90% market share of sales revenues.

The reason that Chinese consumers choose instant noodle is that it is hard for them to find more decent instant food. Although the manufacturers of Chinese instant noodle are constantly innovating, they fail to fill the consumers` needs of taste and health.

Instant vermicelli and rice are developed because of the food upgrade. These products meet the consumers` needs with their development speed past that of instant noodle in a few years since its birth. At present, the total sales revenues of instant vermicelli and rice have accounted for about 10% in the whole instant foods. However, these new products, such as the instant vermicelli with a strong regional characteristics and taste differences in various regions, are actually sold in a certain areas and easily meet problems during development. With several-year development, standards have been mastered by the manufacturers.

The annual per-capita consumption of instant noodle and rice is less than 5KG.

Therefore, the instant food industry can be developed quickly in China. With the increase of per capita income, the pursuits of nutritious and healthy food are also improving.

The author of this report investigated and paid attention to Chinese instant noodle and rice industry for long time, citing abundant valuable second-hand information in the report.

The definition of instant noodle and rice researched in this report is:

Refer to various instant main meal products made of rice, flour and coarse cereals etc. ready to eat or only need simple cooking as staple food.

Including:

- Instant noodle
- Instant vermicelli
- Instant porridge, rice and vermicelli etc.

More information can be obtained as follows:

- Productions of Chinese instant noodle and rice industry
- Market demands of Chinese instant noodle and rice industry
- Competitions of Chinese instant noodle and rice industry
- Major manufacturers and their operations of Chinese instant noodle and rice industry
- Development trends of Chinese instant noodle and rice industry
- Influences of international financial crisis of Chinese instant noodle and rice industry

Contents

1 OVERVIEW ON CHINESE INSTANT NOODLE AND RICE INDUSTRY, 2008-2009

1.1 Analysis on the Economic Environment of Chinese Instant Noodle and Rice Industry

1.1.1 General Analysis

1.1.2 Influences of International Financial Crisis on Chinese Instant Noodle and Rice Industry

1.2 Analysis on the Policies of Chinese Instant Noodle and Rice Industry

1.2.1 Plans of the Food Industry

1.2.2 Standards of Food Safety

1.2.3 Hygiene Standards of Instant Noodles and Rice

1.3 Analysis on the Social Environment of Chinese Instant Noodle and Rice Industry

1.3.1 Present Eating Habits of Chinese

1.3.2 Modern Fast-Paced Lifestyle

1.4 Analysis on the Technical Environment of Chinese Instant Noodle and Rice Industry

1.4.1 Present Technologies

1.4.2 Technical Development Trends

1.5 Development History and State of Chinese Instant Noodle and Rice Industry

1.5.1 Development History

1.5.2 Development State

2 ANALYSES ON THE SUPPLIES OF CHINESE INSTANT NOODLE AND RICE INDUSTRY, 2008-2009

2.1 Analysis on the Production Scale of Chinese Instant Noodle and Rice Industry

2.1.1 Analysis on Yield

2.1.2 Analysis on Product Structure

2.1.3 Predictions of Production Scale

2.2 Analysis on the Major Producing Areas of Chinese Instant Noodles and Rice

2.2.1 Hebei

2.2.2 Henan

2.2.3 Guangdong

3 ANALYSES ON THE DEMANDS OF CHINESE INSTANT NOODLE AND RICE INDUSTRY, 2008-2009

3.1 Analysis and Prediction on the Total Demands of Chinese Instant Noodles and Rice

- 3.1.1 Analysis on Total Demands
- 3.1.2 Prediction of the Demands
- 3.2 Analysis on the Demand Composition of Chinese Instant Noodle and Rice Market
 - 3.2.1 Analysis on the Demand Structure
 - 3.2.2 Analysis on the Demand Areas
 - 3.2.3 Prediction of the Demands
- 3.3 Analysis on the Export of Chinese Instant Noodles and Rice
- 3.4 Analysis on the Factors Affecting the Demands of Chinese Instant Noodles and Rice
 - 3.4.1 Consumer Preferences
 - 3.4.2 Consumer Revenues
 - 3.4.3 Sales Promotion and Advertisement
 - 3.4.4 Shopping Environment and Consumer Behaviors

4 ANALYSES ON THE COMPETITIONS OF CHINESE INSTANT NOODLE AND RICE INDUSTRY, 2008-2009

- 4.1 Taste and Nutrition Competition of Chinese Instant Noodle and Rice Industry
 - 4.1.1 Taste Competition
- 4.2 Analysis on the Marketing Channel Competition of Chinese Instant Noodle and Rice Industry
 - 4.2.1 Nutrition Competition
 - 4.2.2 Urban Market
 - 4.2.3 Rural Market
- 4.3 Analysis on the Price Competition of Chinese Instant Noodle and Rice Industry
 - 4.3.1 Analysis on the Price Ranges
 - 4.3.2 Trends of Price Competition
- 4.4 Analysis on the Marketing Competition of Chinese Instant Noodle and Rice Industry
 - 4.4.1 Sales Promotion
 - 4.4.2 Advertisement

5 ANALYSES ON THE UPSTREAM INDUSTRIES OF CHINESE INSTANT NOODLE AND RICE INDUSTRY, 2008-2009

- 5.1 Analysis on the Manufacture Equipments of Chinese Instant Noodle and Rice Industry
- 5.2 Analysis on Chinese Flour Market
 - 5.2.1 Present State
 - 5.2.2 Price Trends
- 5.3 Analysis on Chinese Palm Oil Market

5.4 Analysis on the Flavor Market of Chinese Instant Noodle and Rice Industry

6 ANALYSES ON THE MAJOR INSTANT PRODUCTS, 2008-2009

6.1 Analysis on the Instant Noodle and Rice Industry

6.1.1 Development

6.1.2 Consumption

6.1.3 Development Trends

6.2 Analysis on the Instant Vermicelli Industry

6.2.1 Development

6.2.2 Consumption

6.2.3 Development Trends

6.3 Analysis on the Instant Rice Industry

6.3.1 Development

6.3.2 Consumption

6.3.3 Development Trends

7 ANALYSES ON THE IMPORTANT MANUFACTURERS OF CHINESE INSTANT NOODLE AND RICE INDUSTRY

7.1 Analysis on the Important Manufacturers of Chinese Instant Noodle and Rice Industry, 2008-2009

7.1.1 Important Manufacturers and Regional Distributions

7.1.2 Market Shares

7.1.3 Market Orientation and Price

7.2 Ting Hsin International Group

7.2.1 Company Profiles

7.2.2 Main Products and Market Orientation

7.2.3 Operations

7.2.4 Development Strategies

7.3 Uni President

7.3.1 Company Profiles

7.3.2 Main Products and Market Orientation

7.3.3 Operations

7.3.4 Development Strategies

7.4 Nissin Hualong Food

7.5 Henan Zhenglong Food LTD

7.6 Shandong White Elephant Food Company

7.7 Hebei Zhongwang Food Group Co., LTD

7.8 Henan Nanjiecun (Group) Co., LTD

7.9 Sichuan Baijia Food Co. Ltd

8 ANALYSES ON THE DEVELOPMENTS OF CHINESE INSTANT NOODLE AND RICE INDUSTRY, 2009-2010

8.1 Analysis on the Development Trends of Chinese Instant Noodle and Rice Industry

8.1.1 Continuous Brand Integration

8.1.2 Product Structure Moving Towards High Quality

8.1.3 Product Development Trends

8.1.4 Prediction of the Competitive Hotspots

8.2 Recommendations for the Development of Chinese Instant Noodle and Rice Industry

8.2.1 Product Strategies

8.2.2 Price Strategies

8.2.3 Sales Promotion Strategies

8.2.4 Other Strategies

Selected Charts

SELECTED CHARTS

Chart Yields of Chinese Instant Noodle, 2003-2008

Chart Market Structure of Chinese Instant Noodle and Rice Industry, 2008

Chart Market Scales of Chinese Instant Noodle and Rice Industry, 2003-2008

Chart Major Manufacturers and Their Brands of Chinese Instant Noodle and Rice Industry

Chart Major Manufacturers and Regional Distributions of Chinese Instant Noodle and Rice Industry

Chart Sales Volumes of Chinese Instant Noodle, 2003-2008

Chart Top Ten Companies of Chinese Instant Noodle and Rice Industry

Chart Top Ten Profit Companies of Chinese Instant Noodle and Rice Industry

Chart Analysis on the Financial Data of Uni President

Chart Analysis on the Distributions of Uni President in China

Chart Analysis on the Distributions of Ting Hsin International Group in China

Chart Analysis on the Financial Data of Shandong White Elephant Food Company

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