

# Growing Opportunity: China's Beef Market 2014

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## Abstracts

Rising income, rapid urbanization and a change in diet has been generating huge demand for beef in China. The country has been witnessing steady growth in beef consumption over the last few years. The local production of beef is not being able to match the demand and the country is relying heavily on imports. While Canada is the leading exporter of beef to China, others key regions include Australia, Uruguay and New Zealand. China consumes approximately 5.6 million tons of beef a year. The per capita beef consumption is 4-5 kgs which is a fifth of the global average.

Although pork (accounting for 65% of meat consumption) and poultry (accounting for 22% of meat consumption) still remain staples for the Chinese, they are now looking for higher quality meat owing to a string of food safety scandals in the country. Global suppliers are viewing China's beef sector as a huge opportunity.

### Why should the report be purchased?

The report 'Growing Opportunity: China's Beef Market 2014' highlights key drivers of and trends emerging in China's beef market. The current market scenario and future prospects of the sector has also been examined. Opportunity in the sector for international players has also been dwelt upon. The report contains latest industry leaders verbatim.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from various industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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