Food and Grocery Retailing in China - Market Summary and Forecasts

Description:

Summary

- Food and Grocery Retailing in China - Market Summary and Forecasts - provides a detailed analysis of both the historic and forecast market data of food and grocery retail sales across key channels in China.

Key Findings

- Food and grocery is expected to remain the largest in sales value terms during the forecast period, growing at a CAGR of 11.3%

- Despite sluggish economic conditions, retail sector registers a significant growth

- A rising middle class with increased disposable income and altering lifestyles are driving retail demand and retailer’s expansion plans in tier III and tier IV cities will drive further growth

- Online platform will be a key channel for retailing over the next five years

- Food and grocery is dominated by local players in the country

- Online spend on food and grocery is projected to grow at a CAGR of 44.47% during 2014-2019

Synopsis

- Food and Grocery Retailing in China - Market Summary and Forecasts - is a detailed sector report providing comprehensive analysis of the emerging trends, forecasts and opportunities in China's food and grocery retail market. It contains:

  - Thorough analysis of consumer trends, and changing economic and population factors of the country

  - Both qualitative and quantitative insights of the changing food and grocery retail dynamics across various product segments across different channels; with in-depth analysis of 5 product categories and 15 retail channels, until 2019

  - An overview of key retailers operating across the product segment and their presence across channels

Reasons To Buy

Get immediate access to:

- Data coverage of 5 product categories that include Drinks, Household products, Packaged food, Tobacco and Unpackaged food in the Chinese food and grocery market - accurate, reliable data for companies already operating in and those wishing to enter the Chinese market

- Performance of individual product categories, across key channels in the last five years, with forecasts until 2019 - pinpoint the fastest growing categories in a market witnessing double digit growth

- Vital economic and population trends, and key consumer and technology trends influencing the retail market - explore the impact of festive seasons and how they are stimulating consumer spending, allowing you to align your product offerings and strategies to meet demand

- Critical insights into Chinese shoppers - what stores do Chinese shoppers prefer? How can you effectively promote to lucrative markets such as children and the youth demographic? As brands flock into China's booming retail space, ensure you have the insights to beat off the competition

- Analysis of key international and domestic players operating in food and grocery market - including store counts and revenues, which will help to maximize your competitive edge and pinpoint opportunities to
Contents:

1. Introduction
   1.1 What is this Report About?

2. Executive Summary and Outlook

3. Market Context
   3.1 A steady economy with major growth potential for retailers
      3.1.1 China’s economy is increasing despite a declining growth rate
      3.1.2 Savings are always a top priority for Chinese
      3.1.3 Employment shift from unskilled to skilled, rural to urban, manufacturing to service industries
      3.1.4 Wage growth above inflation
      3.1.5 Household consumption trebles driving spending power
   3.2 Large population with growing prosperity makes China a big attraction for retail

4. Chinese Shoppers
   4.1 From functional to emotional
   4.2 More opportunity for niche brands and mass market retailers
   4.3 Shopping - a leisure activity
   4.4 Two major events drive retail spend in China
   4.5 High adoption of smartphones and tablets for shopping
   4.6 Counterfeiting forces consumers to trade up to premium for quality assurance
   4.7 Tourism/travel increases awareness of international brands
   4.7.1 China will be the largest Duty Free market in 2019

5. Doing business in China
   5.1 Summary
   5.2 Anti-corruption crackdown requires careful handling for foreign businesses
   5.3 Complex licensing procedures a hindrance for foreign retailers
   5.4 Favourable tax structure to encourage domestic and foreign investments
   5.5 Impact of government regulations on the luxury market

6. Retail - Product Sectors
   6.1 Product Sector Analysis
      6.1.1 Food and Grocery
   6.2 Food and Grocery Category Overview
      6.2.1 Food and Grocery by Channel
      6.2.2 Food and Grocery by Category
   6.3 Food and Grocery Category Analysis
      6.3.1 Drinks
      6.3.2 Household Products
      6.3.3 Packaged Food
      6.3.4 Tobacco
      6.3.5 Unpackaged Food
   6.4 Major Retailers
      6.4.1 Food and Grocery

7. Appendix
   7.1 Definitions
   7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2014 - 2019
   7.2 Summary Methodology
      7.2.1 Overview
      7.2.2 The triangulated market sizing method
      7.2.3 Industry surveys in the creation of retail market data
      7.2.4 Quality control and standardized processes
   7.3 Disclaimer

Table 1: Custom Duty Rates and Consumption Tax Rates of Luxury Goods
Table 2: China Food and Grocery Retail Sales (CNY bn), by Channel Group, 2009-2014
Table 3: China Food and Grocery Retail Sales Forecast (CNY bn), by Channel Group, 2014-2019
Table 4: China Food and Grocery Retail Sales (US$ mn), by Channel Group, 2009-2014
Figure 26: Individual Income Tax and Enterprise Income Tax Rates in China
Figure 27: Key Market Entry Requirements for China 2014
Figure 28: Share of Food and Grocery in overall Retail 2014 and 2019
Figure 29: Retail Sales Value and Growth (CNY Billion, %) of Food and Grocery 2014-2019
Figure 30: Spend in Food and Grocery 2014-2019
Figure 31: Online Spend in Food and Grocery 2014-2019
Figure 32: Online Share of total Food and Grocery Spend 2014 and 2019
Figure 33: Spending per Channel in Food and Grocery (%) 2014 and 2019
Figure 34: China Food and Grocery Retail Sales and Forecast (CNY bn), by Channel Group, 2009-2019
Figure 35: China Food and Grocery Retail Market Dynamics, by Channel Group, 2009-2019
Figure 36: China Food and Grocery Retail Sales and Forecast (CNY bn), by Category 2009-2019
Figure 37: China Food and Grocery Retail Market Dynamics, by Category 2009-2019
Figure 38: China Drinks Retail Sales and Forecast (CNY bn), by Channel Group, 2009-2019
Figure 39: China Household Products Retail Sales and Forecast (CNY bn), by Channel Group, 2009-2019
Figure 40: China Packaged Food Retail Sales and Forecast (CNY bn), by Channel Group, 2009-2019
Figure 41: China Tobacco Retail Sales and Forecast (CNY bn), by Channel Group, 2009-2019
Figure 42: China Unpackaged Food Retail Sales and Forecast (CNY bn), by Channel Group, 2009-2019
Figure 43: The Triangulated Market Sizing Methodology

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