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
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