

Bakery & Cereals in China Market 2017 – By Analyzing the Performance of Various Competitors 2021

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SUMMARY

WiseGuyReports published new report, titled "Bakery & Cereals in China"

"Top Growth Opportunities: Bakery & Cereals in China", provides an overview of the bakery and cereals market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends

driving consumption. proprietary Risk vs Reward Opportunity model pinpoints the best growth opportunities for dairy and soy food producers, suppliers and retailers by combining robust, granular data and expert insight. The report uses this framework to identify the best opportunities, analyze white spaces in the market, and outline new product development that will effectively target the most pertinent consumer need states. These are combined to offer strategic recommendations to capitalize on evolving consumer landscapes.

China's bakery & cereals market is the second-largest in the world with a value of US\$34,862 million in 2016, and it is forecast to see strong continued growth to 2021, making this a key opportunity for bakery and cereals producers.

The growth of China's middle class will contribute directly to the uptake of bakery and cereals products as this segment of the population have more globalized tastes. The growing economy, rising employment and increasing demand for convenience will drive growth in the bakery & cereals market in China over 2016-2021.

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Scope



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Bakery & Cereals in China

- The market is forecast to register faster growth at a CAGR of 10.0% during 2016-2021.
- The Chinese bakery & cereals market is being led by the cakes, pastries & sweet pies and cookies (sweet biscuits) categories in value terms.

Key points to buy

- Get a detailed understanding of consumption to align your sales and marketing efforts with the latest trends in the market. Identify the areas of growth and opportunities, which will aid effective marketing planning.
- The differing growth rates in regional product sales drive fundamental shifts in the market.
- This report provides detailed, authoritative data on these changes - prime intelligence for marketers.
- Understand the market dynamics and essential data to benchmark your position and to identify where to compete in the future.

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About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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