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Growth in organized retail to drive the Packaged Food Market in China, finds Netscribes

Netscribes (India) Pvt. Ltd. launches its Packaged Food Market in China 2011 report covering one of the emerging sectors in China. This is a part of Netscribes' Food and Beverage Series.

Mumbai, India – July 20, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Packaged Food Market in China 2011 report covering one of the emerging sectors in China. Growing organized retail is strongly benefiting the development of this market. The arrival of food multinationals and increased spending also propels the growth of this sector making it one of the leading markets in the global scenario.

The report begins with an introduction to the packaged food market in China along with the various segments. The market overview section gives an insight into the overall packaged food market in China along with its segmentation. It further delves into the regional distribution of packaged food across various parts of China. This is followed by an overview of the retail distribution of packaged foods, its various channels, import distribution channel, entry strategy for foreign players.

Packaged food exports have been covered along with total exports, segmented shares of countries and type of products exported. It also covers the total imports along with their country-wise segmentation and type of products imported.

An analysis of drivers and challenges explains the factors leading to the growth of the market and include growth in retail industry, rising middle class and increasing ability to pay, arrival of food multinationals, changing demographic pattern, changing urban lifestyle and improvement in packaging technology. The key challenges identified are varying consumer behavior and perception, poor logistics infrastructure, overdependence on urban population and active unorganized market.

The competition section provides an overview of the competitive landscape in this industry and includes a brief profile of the major foreign and domestic players in the market.

For more details on the content of each report and ordering information please contact:

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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