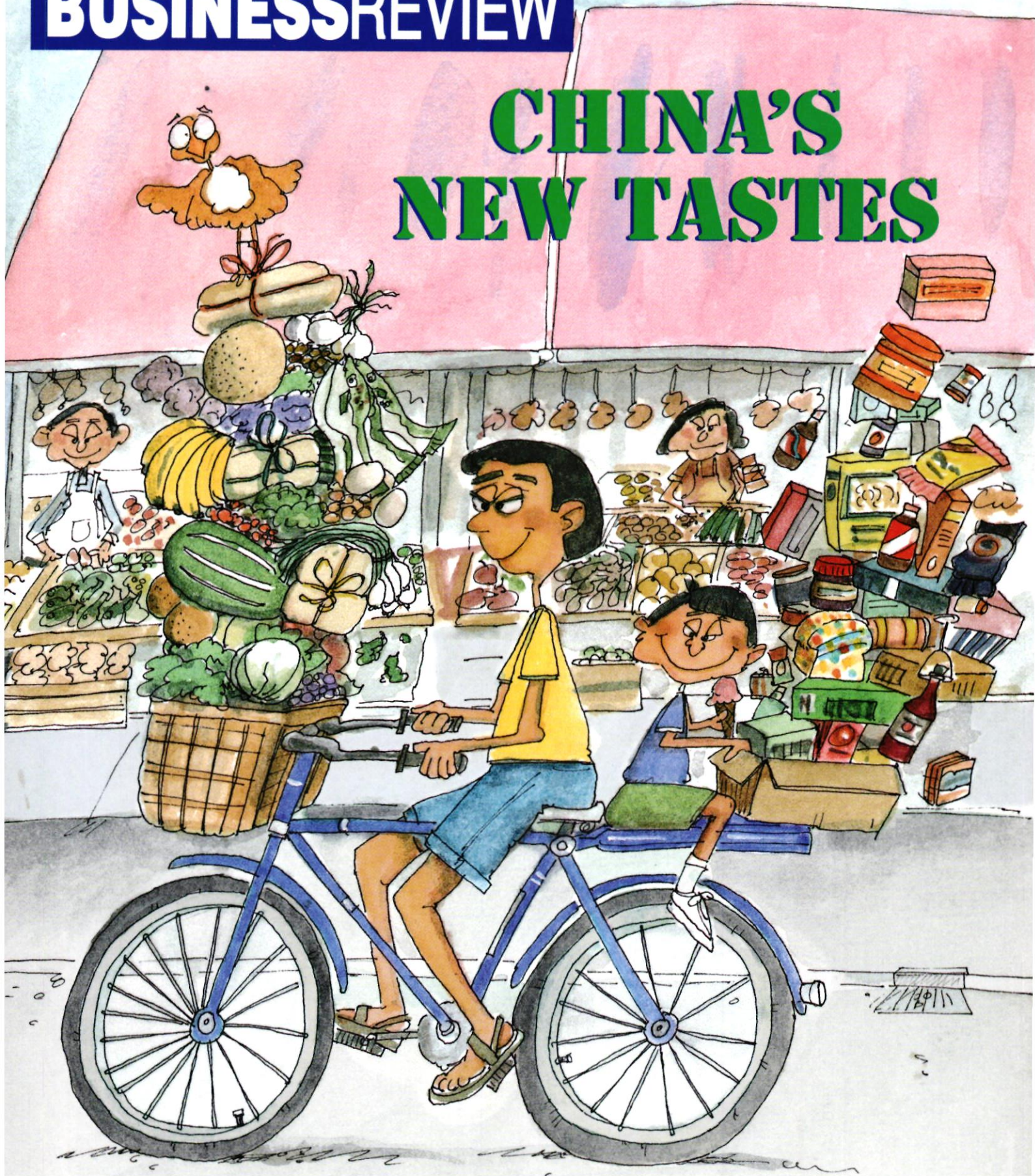


## CHINA'S NEW TASTES





# FOOD BRANDS IN CHINA

An analysis of China's food market by  
region, product and brand



## Key Features of the Report

- An analysis of over 1,000 leading food brands including market size, market shares, and price comparisons
- The brands apply to 34 food categories and are analysed both nationally and by region
- Competitive analysis is given for all processed food sectors including the positioning of international versus local brands, and of imported versus domestically produced brands
- Research supported by retail surveys across China's six regional centres
- Profiles of China's largest food groups, plus unique data on foreign activity in the food industry

## The Authors of 'Food Brands in China'

Xiaohong Wu is Seymour Cooke's research manager for China. The senior consultant was Zhilin Gan, President of the Chinese Association for Food Science and Technology. Miki Ito provided a perspective on China from Japan.

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Published November 1996, price £1,750

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