

Note: Key data/information in this sample page is hidden, while in the report it is not.

1 Olive oil

1.1.2 Consumption habit conversion

- Health consciousness

With the development of Chinese economy and the improvement of people's living standard, Chinese people have been paying more attention to...

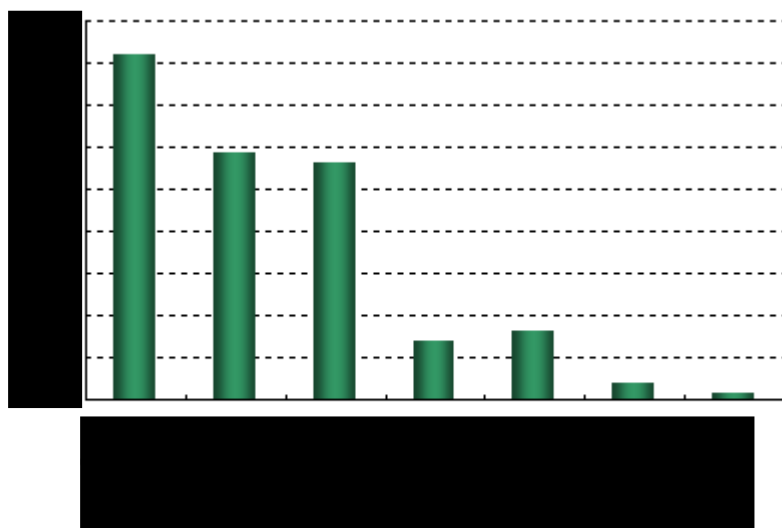
- Consumption transformation

The consumption of olive oil in China began in the 1990s. Olive oil was mainly consumed by...

- Consumer approval

Currently, along with more and more olive oil appearing in the supermarkets of China, and influenced by the attractive advertisements of olive oil, the good impression on olive oil has entered into Chinese people's mind step by step...

Figure 1.1.2-1 Consumer's cognition situation to the use of olive oil by number of person, 2009



Source: China Food Industry Association

2 Chocolate

2.1.3 Distribution of consumers, by demographics or region

- Distribution of consumers by demographics

In China, chocolate is mainly consumed by xxx. These consumers remain open-minded and desire for healthy and fashionable life style. Simultaneously, they are willing to learn western culture and like pursuing luxury...

- Distribution of consumers by region

In China, chocolate is mainly consumed in xxx. According to an investigation of chocolate popularization in China in 2010, the chocolate popularizing rates in xxx, xxx and xxx reached 71%, 79% and xxx%. Up to 2011, per capita disposable income of these cities has grown to more than xxx...

3 Wine

3.2 Increasing market share of wine in China

Table 3.2-1 Market info of wine in China, 2009-2011

Item	Output, kiloliter	Export volume, kiloliter	Import volume, kiloliter	Apparent consumption, kiloliter	Per capita consumption, liter
2009	xxx	1,401	xxx	xxx	xxx
2010	xxx	xxx	xxx	1,370,795	xxx
2011	xxx	xxx	361,600	xxx	xxx
xxx	xxx	xxx	xxx	xxx	15.32%

Source: CCM International

4 Cheese

4.2.1 Market situation

Figure 4.2.1-1 Import volume of cheese in China, 2009~2011



Source: China Customs

5 Coffee

5.1.1 Policy

Table 5.1.1-1 Import tariff of coffee products in China, 2012

HS code	Product	Import tariff		VAT rate	unit of measurement
		Most favored nation	Ordinary nation		
xxx	xxx	8%	xxx	xxx	kilo
...
09012200	Roasted and decaffeinated coffee	xxx	xxx	xxx	kilo

Source: CCM International and China Customs

5.4 Case study

xxx has entered the Chinese market for over three decades. It is the biggest instant coffee brand, accounting for about xxx% of market share in China now. The success of xxx coffee can be attributed to the following aspects:

➤ Product Strategy

...

➤ Publicity strategy

...

➤ Sales strategy

...