

## Processed Packaged Meat and Fish - China - August 2013

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"China's growing middle class and resulting busier lifestyles should provide catalysts for growth in the PPM market. An emphasis on how PPM can offer convenience to consumers in China, while delivering on quality, safety, flavour and taste, should help to broaden the reach of the category, which is currently experiencing the fastest growth in the meat industry, albeit from a small base."

Can Huang, Senior Research Analyst

This report looks at the following areas:

- What is the market retail value of processed packaged meat and fish in China?
- Who are the major player in the market?
- What are the main occasions for eating PPM?

This report covers packaged processed meat, poultry, fish, seafood, and products with predominantly meat/poultry/fish/seafood content. For the discussion of this report, processed packaged meat and fish (PPM), is applied here as a general term for the whole category. The products we focus on in this report involve some form of processing (not plain or portioned). Reference might be made to unpackaged meat, where appropriate, although this does not fall under the definition of this report. The market size and forecast cover retail sales.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market