

Eggs in China

Market Direction | 2022-12-06 | 16 pages | Euromonitor

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Report description:

Eating raw eggs is becoming more popular in China, influenced by Japanese Sukiyaki (hotpot) and Korean Bibimbap (rice bowl), which are often served in foodservice establishments. The latest shift also indicates a move towards premiumisation, as consumers are seeking high-end fresh food products, mainly driven by increases in average disposable incomes. More importantly, raw eggs are safe to eat thanks to improvements in production and pasteurisation technology, in compliance with food safety pro...

Euromonitor International's Eggs in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Eggs market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Eggs in China
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List Of Contents And Tables

EGGS IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumption of raw eggs rises

Slow total volume growth driven by retail boost

PROSPECTS AND OPPORTUNITIES

Free-range eggs gaining traction

Low growth momentum expected as pork prices rise

Summary 1 Major Processors of Eggs 2022

CATEGORY DATA

Table 1 Total Sales of Eggs: Total Volume 2017-2022

Table 2 Total Sales of Eggs: % Total Volume Growth 2017-2022

Table 3 Retail Sales of Eggs: Volume 2017-2022

Table 4 Retail Sales of Eggs: % Volume Growth 2017-2022

Table 5 Retail Sales of Eggs: Value 2017-2022

Table 6 Retail Sales of Eggs: % Value Growth 2017-2022

Table 7 Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2017-2022

Table 8 Forecast Total Sales of Eggs: Total Volume 2022-2027

Table 9 Forecast Total Sales of Eggs: % Total Volume Growth 2022-2027

Table 10 □Forecast Retail Sales of Eggs: Volume 2022-2027

Table 11 □Forecast Retail Sales of Eggs: % Volume Growth 2022-2027

Table 12 □Forecast Retail Sales of Eggs: Value 2022-2027

Table 13 □Forecast Retail Sales of Eggs: % Value Growth 2022-2027

FRESH FOOD IN CHINA

EXECUTIVE SUMMARY

Fresh food in 2022: The big picture

Declining volume sales for foodservice and institutional channels

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2017-2022

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2017-2022

Table 16 Retail Sales of Fresh Food by Category: Volume 2017-2022

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2017-2022

Table 18 Retail Sales of Fresh Food by Category: Value 2017-2022

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2017-2022

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2017-2022

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2017-2022

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2022-2027

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2022-2027

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Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2022-2027

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2022-2027

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2022-2027

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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