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Research Report on China's Vegetable Protein and Milk Beverage Market, 2011

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Introduction

Based on many years' research of vegetable protein and milk beverage industry and current economic situation, the report makes a deep study on the development trend and prospect, market competition and key enterprises, combining the changes of supply and demand relation over the past years. In addition, to the characteristics of the upstream and downstream of protein beverage industry, the report makes study from different perspectives, which provides professional market guide and powerful data support to protein beverage enterprises. The report puts particular emphasis on official statistics, is written through qualitative and quantitative scientific research methods, and gives answers to the following questions that attract much attention of related people of the industry:

How large is the demand growth potential of vegetable protein industry and milk beverage industry?

How is the capacity of raw material supply in upstream of vegetable protein industry and milk beverage industry?

How is the production and supply capacity of China's vegetable protein industry and milk beverage industry?

How is the processing and marketing cost efficiency of China's vegetable protein and milk beverage enterprises?

What are the development strategies of China's leading enterprises?

Under the constraints of policy environment, raw material guarantee, market demand and cost efficiency, how is the market prospect of China's vegetable protein and milk beverage in the future?

Based on the information from China's National Bureau of Statistics, the General Administration of Customs, MOFCOM, Development Research Center of the State Council, National Economic Information Center, the Ministry of Agriculture, China Beverage Industry Association, China Dairy Industry Association, China Food Industry Association, China National Commercial Information Center, Chinaairn.com, domestic and overseas related newspapers and magazines and much data published or provided by professional research units of protein beverages, combining the research advantages of BOABC's project team, as a reference, the report provides credible information for leaders of the companies to grasp the development trend

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of the industry. With accurate content, substantial data and direct tables and figures, the report is an important basis for beverage enterprises, related investment companies and government departments to grasp the development trend and make proper competition and investment decision.



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