



# Food Consumption in China: The Revolution Continues

*Zhang-Yue Zhou, Hongbo Liu, Lijuan Cao*

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*'With the world's largest population and second largest economy, China plays an important role in global food production and consumption. This book by a distinguished group of authors presents an updated analysis of food consumption in China. The material covered is informative and comprehensive. All food-related traders, researchers and analysts would benefit from reading this book.'*

- Yanrui Wu, The University of Western Australia

Recent decades have seen China's domestic consumption in sectors such as food, housing, health care, education and travel greatly increase. This important book assesses China's current food consumption trends and the outlook for its future needs of such a crucial commodity.

Key features of the book include:

- A systematic examination of the key elements shaping food consumption, with particular attention to factors peculiar to China;
- An evaluation of changes in food consumption between rural and urban residents, the rich and poor, and consumers of different regions and identification of the key drivers behind such changes;
- A comprehensive coverage of all major food items including foodgrains, meats and other animal products, fruits and vegetables, alcoholic drinks, and aquacultural products; and
- A projection for China's food import needs by 2020.

This book will be of great relevance to anyone who is interested in the dynamics of Chinese food consumption, such as commodity traders, leaders of agri-food industries, food trade officials, and food market researchers. It will also prove a valuable reference for undergraduate and postgraduate students majoring in food marketing and trade, general food and agricultural economics and scholars studying food consumption issues.

**Contents:** Preface 1. Introduction 2. Past Studies on China's Food Consumption 3. Recent Trends in China's Food Consumption 4. Food Consumption Dynamics: Key Drivers and Future Trends 5. Outlook for China's Food Consumption and Import Needs 6. Further Discussion 7. Conclusions and Implications References Appendixes Appendix A. Food Balance Sheets Appendix B. Income Elasticity Estimates Appendix C. Projections on China's Food Production and Consumption by 2022 Appendix D. Sown Area, Yield, Crop Output and Output of Animal Products Index

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