

Global Vanilla Market Survey and Trend Research 2018

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Abstracts

SUMMARY

Vanilla is the fruit of a thick green orchid vine (*v. planifolia*) that grows wild on the edge of the Mexican tropical forests. The vines, when grown wild, will grow up to the top of tall trees in the jungle. Commercially, the vines are pruned for a few reasons. One is that the vines will not flower until they stop growing. And two, the vines need to be at a height where workers can reach them. Once the vines stop growing they produce clusters of buds that eventually develop into orchids, up to 1000 flowers for one vine. Not all the flowers are hand pollinated though. They are thinned out so as to guarantee good quality beans, albeit fewer in quantity. After hand pollination, the flowers develop into long thin green pods or beans that can grow up to 12 inches (30 cm) long. Average length is about 8 inches long. These tasteless and odorless green pods are hand-picked when they are still not ripe and then the fermentation process begins. The beans are first plunged into hot water and then the 'drying' and 'sweating' process starts. The beans are dried in the sun during the day and then wrapped in the blankets at night so they can sweat. This process can last anywhere from 2 to 6 months until the beans become a very dark brown color and develop a white crystalline substance (or frost) on the outside of the bean, called vanillin. The vanillin is what gives the beans their wonderful flavor and aroma and these beans are prized. At this point the beans are aged to bring out their full flavor, and this can take up to two years. Once dried and cured the vanilla pods need to be kept airtight to retain their wonderful flavor.

This report describes the development of the industry by upstream & downstream, industry overall and development, key companies, as well as type segment & market application and so on, and makes a scientific prediction for the development industry prospects on the basis of analysis, finally, analyzes opportunities for investment in the

industry at the end of the report.

Industry Chain

Raw Materials

Cost

Technology

Consumer Preference

Industry Overall:

History

Development & Trend

Market Competition

Trade Overview

Policy

Region (North America, Europe, Asia-Pacific, South America, Middle East, Africa):

Regional Market

Production Development

Sales

Regional Trade

Regional Forecast

Company (Lochhead Manufacturing Co, Spice Jungle, Vanilla Queen, David Michael & Co, Venui Vanilla, Venui Vanilla, Nielsen-Massey, Blue Cattle Truck, Sonoma Syrup Company, Hawaiian Vanilla Company, Frontier, Singing Dog etc.):

Company Profile

Product & Service

Business Operation Data

Market Share

Investment Analysis:

Market Features

Investment Opportunity

Investment Calculation

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