

# Company Profile of Top 50 Fruit and Vegetable Drinks Producers in China

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Date: July 2015

Pages: 0

Price: US\$ 6,500.00 (Single User License)

ID: C464F37C6C0EN

## Abstracts

### INTRODUCTION

In recent decade, with the improvement of living standard, people pay more attention to health. With its advantages of health, nutrition and convenient, fruit and vegetable drinks become more and more popular. As the world's top fruits and vegetables producer, China's the fruit and vegetable drinks has been developing fast in recent decade. In 2004, the output of fruit and vegetable drinks was only 6.35 million tonnes, while in 2014 it up to 23.87 million tonnes, with a CAGR of 15.9%.

With the fast development of fruit and vegetable drinks industry, the competition between domestic manufactures becomes more and more intense. In 2011, China's Ministry of Industry and Information Technology issued the Entry Criteria for Fruit and vegetable Juice Concentrate Processing Industry, which raises the industry entry threshold and encourages M&A. It will helpful for the improving industry concentration and deducing disorderly competition.

In this report, ASKCI profiles the leading players in domestic fruit and vegetable drinks market. It analyzes China's fruit and vegetable drink industry in terms of market information (market size, supply and demand), hotspots (key M&A activity and new policy), current industry trend and the detailed introductions of top 50 players in domestic market.

## Contents

### **1 OVERVIEW OF CHINA'S FRUIT AND VEGETABLE DRINKS INDUSTRY**

- 1.1 Status of fruit and vegetable drinks in drinks industry
- 1.2 Market size of fruit and vegetable drinks industry
- 1.3 Supply and demand of fruit and vegetable drinks
- 1.4 Hot spots in China's fruit and vegetable drinks industry
- 1.5 Market trend of fruit and vegetable drinks industry

### **2 OVERVIEW OF TOP 50 FRUIT AND VEGETABLE DRINKS PRODUCERS**

- 2.1 Total revenue of top 50 producers
- 2.2 Status in China's fruit and vegetable drinks industry
- 2.3 Geographic distribution
- 2.4 Enterprise scale

### **3 COMPANY PROFILE OF TOP 50 FRUIT AND VEGETABLE DRINKS PRODUCERS**

- 3.1 Coca Cola Bottling Production (Dongguan) Co., Ltd.
  - 3.1-1 Basic information
  - 3.1-2 Major products
  - 3.1-3 Financial performance
- 3.2 Shaanxi Haisheng Fresh Fruit Juice Co., Ltd.
  - 3.2-1 Basic information
  - 3.2-2 Major products
  - 3.2-3 Financial performance
- 3.3 Shandong DingLi Date Foodstuff Group
  - 3.3-1 Basic information
  - 3.3-2 Major products
  - 3.3-3 Financial performance
- 3.4 Xianyang Andre Juice Co., Ltd.
  - 3.4.1 Basic information
  - 3.4.2 Major products
  - 3.4.3 Financial performance

## List Of Figures

### LIST OF FIGURES

Figure 1.3-1 Output of China's fruit and vegetable drinks industry, 2009-2014

Figure 1.3-2 Product structure by output of China's fruit and vegetable drinks industry, 2014

Figure 2.1-1 Financial performance of China's top 50 fruit and vegetable drinks players, 2013

Figure 2.3-1 Geographic distribution of China's top 50 fruit and vegetable drinks player, 2014

### LIST OF TABLE

Table 3.1 Sale of top 50 fruit and vegetable drinks players in China, 2013

Table 3.1-1 Information of Coca Cola Bottling Production (Dongguan) Co., Ltd., 2013

Table 3.1-3 Financial performance of Coca Cola Bottling Production (Dongguan) Co., Ltd., 2013

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