

Development and Market of Beef and Mutton in China 2016-2021 Proposal

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Abstracts

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1. INTRODUCTION

There were 1,356 above scale cattle slaughtering companies by the end of 2015 in China. The total asset of cattle and slaughter industry was over RMB289 billion with 20% YoY growth. The sales revenue of cattle and slaughter industry was about RMB566 billion with about 6% YoY growth. The aggregate profit of cattle and slaughter industry made was about RMB25 billion, which is around 3% YoY drop in 2015. The output of beef reached 7 million tonnes in 2015, and the consumption of it reached over 7 million tonnes. And the output of mutton reached 4.4 million tonnes with 3 % YoY growth. The consumption of mutton reached around 5 million tonnes, which is 3.4% growth compare to the preceding year.

Since the consumption demand on quality beef and mutton products increased, mid-high end class beef and mutton, fresh frozen beef and mutton, cut already beef and mutton, and deep processing beef and mutton output and demand will increase. As China government supporting animal husbandry industry development, preferential policies will stimulate beef and mutton market expansion. By estimated, the output of beef and mutton will reach 13 million tonnes in 2021, and the consumption would reach 13.6 million tonnes.

1)The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese beef and mutton product industry;

To analyze the market import and export of beef and mutton product industry;

To analyze the future trend of beef and mutton product industry;

To analyze industrial size of the industry;

To reveal opportunities for beef and mutton product industry in China.

2)Benefit from the Report

Obtain latest info of beef and mutton product industry, such as market size, price, key players, etc.;

Discover market potential in different regional markets;

Find out how Chinese beef and mutton market will change and how your business can be involved in;

Keep informed of your competitors/their activities in China;

Learn about key market drivers, investment opportunity ;

2. SCOPE OF INVESTIGATION

The report will investigate Chinese beef and mutton industry from the following aspects:

Market size

Demand and supply

Import and export

Price

Bellwether company

Etc.

3. TIME NEEDED

2-3 work weeks needed.

Contents

1 GLOBAL BEEF AND MUTTON INDUSTRY DEVELOPMENT

- 1.1 Beef Industry Development
- 1.2 Mutton Industry Development

2 BEEF AND MUTTON INDUSTRY IN DIFFERENT COUNTRIES

- 2.1 U.S.A.
- 2.2 Australia
- 2.3 New Zealand
- 2.4 Japan

3 BEEF AND MUTTON INDUSTRY DEVELOPMENT ENVIRONMENT IN CHINA

- 3.1 Population
- 3.2 Beef and Mutton Supply

3 BEEF INDUSTRY DEVELOPMENT

- 3.1 Supply
- 3.2 Market Price

4 MUTTON INDUSTRY DEVELOPMENT

- 4.1 Supply
- 4.2 Market Price

5 CATTLE AND MUTTON GOAT FARMING PROFITABILITY

- 5.1 Cattle Farming Output and Value
- 5.2 Profitability
- 5.3 Mutton Goat Farming Output and Value
- 5.4 Profitability

6 BEEF AND MUTTON IMPORT AND EXPORT

- 6.1 Fresh and Frozen Beef

6.2 Frozen Beef

6.3 Fresh and Frozen Mutton

6.4 Frozen Mutton

7 BEEF AND MUTTON INDUSTRY STATISTICS

7.1 Animals Slaughtering Industrial Size

7.2 Cost

7.3 Performance

8 CHINESE BELLWETHER COMPANY

8.1 Hebei Fucheng Wufeng Food Holding Co., Ltd

8.1.1 Introduction

8.1.2 Product

8.1.3 Performance

8.2 Company B

8.3 Company C

8.4 Company D

9 FORECAST AND PROSPECTIVE

ASKCI's Legal Disclaimer

List Of Tables

LIST OF TABLES

Table 1 Chinese beef and mutton product output trend

Table 2 Chinese beef and mutton product output forecast

Table 3 Sales of Chinese beef and mutton product

List Of Figures

LIST OF FIGURES

Figure 1 Sales of Chinese beef and mutton product forecast

Figure 2 Chinese beef and mutton product industrial chains

Figure 3 Chinese pork output statistics

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