

Market Research on Olive Oil in China 2017-2022

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Abstracts

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Olive oil production is concentrated in countries along the coast of the Mediterranean Sea, including Spain, Italy, Greece, Tunisia, Turkey, Syria and Morocco, and olive oil produced by the seven countries takes 90% of the total output. Spain, Italy and Greece are the three major producers and exporters of olive oil. China has planted olive since 1960s. In 2016, world output of olive oil was about 2.6 million tonnes, falling by 18%. And the consumption represented 2.8 million tonnes, falling by 2%. From 2012 to 2016, the output's compound annual growth rate is about 29%. In 2017, the output is forecasted to exceed three million tonnes and the consumption will be close to three million tonnes.

In China, olive planting is mainly located at valleys of Bailong River and Jialing River in Sichuan, Gansu, Shaanxi and Yunnan. Up to the end of 2016, about 5,600 tonnes olive oil was produced and the retail volume was about 38,000 tonnes, rising by 14%. The retail value reached RMB3.9 billion, rising by 14%.

Since a series of supportive policies published by local governments in suitable regions for olive planting has been implemented, planting area of olive will increase at a stable speed. At the same time, technologies of olive oil in China are being improved step by step, which will contribute to the rising trend of olive oil output. In 2022, the output is forecasted to be nearly 13,000 tonnes, the retail volume will be 70,000 tonnes and the retail value will exceed RMB seven billion.

Contents

1 GENERAL STATUS OF GLOBAL OLIVE OIL MARKET

2 DEVELOPMENT ENVIRONMENT FOR OLIVE OIL INDUSTRY IN CHINA

2.1 Economy

2.2 Society

2.3 Policy

3 GENERAL STATUS OF CHINA OLIVE OIL MARKET

3.1 Supply

3.2 Demand

3.2.1 Retail Volume

3.2.2 Retail Value

3.3 Balance

3.4 Consumer Survey Analysis

3.4.1 Gender

3.4.2 Age

3.4.3 Educational Background

3.4.4 Income

3.5 Market Survey Analysis

3.5.1 Purchase Type

3.5.2 Brand Awareness

3.5.3 Purchase Frequency

3.5.4 Purchase Channel

3.6 Attitude and Influence of Customers

3.6.1 Price

3.6.2 Promotional Channel

3.7 Regional Retail Scale

4 IMPORT AND EXPORT OF OLIVE OIL IN CHINA

4.1 Virgin Olive Oil

4.1.1 Import

4.1.2 Export

4.2 Refined Olive Oil

4.2.1 Import

4.2.2 Export

5 INDUSTRIAL CHAIN OF OLIVE OIL INDUSTRY IN CHINA

5.1 Upstream

5.1.1 Olive Planting

5.1.2 Olive Production

5.2 Downstream

5.2.1 Catering Industry

5.2.2 Food Industry

5.2.3 Health Product

5.2.4 Cosmetic Industry

6 ANALYSIS OF KEY REGIONS' OLIVE OIL DISTRIBUTION CHANNELS IN CHINA

6.1 East Region

6.2 South-Central Region

6.3 North Region

6.4 West Region

7 FORECAST AND INVESTMENT SUGGESTIONS OF OLIVE OIL INDUSTRY IN CHINA, 2017-2022

7.1 Forecast

7.2 Investment Suggestion

7.2.1 Meaning of Strategy Planning

7.2.2 Principles of Strategy Planning

7.2.3 Analysis on Strategy Planning

7.2.4 Key Customer Strategy

List Of Figures

LIST OF FIGURES

- Figure 1 China's GDPs and growth rates, 2011-2016
- Figure 2 Populations of China, 2011-2016
- Figure 3 Urban populations in China, 2011-2016
- Figure 4 Olive oil outputs in China, 2012-2016
- Figure 5 Gender distribution of respondents in the olive oil consumer survey
- Figure 6 Age distribution of respondents in the olive oil consumer survey
- Figure 7 Educational background distribution of respondents in the olive oil consumer survey
- Figure 8 Income distribution of respondents in the olive oil consumer survey
- Figure 9 Purchase type distribution of respondents in the olive oil consumer survey
- Figure 10 Brand awareness of respondents in the olive oil consumer survey
- Figure 11 Purchase frequency of respondents in the olive oil consumer survey
- Figure 12 Purchase channel distribution of respondents in the olive oil consumer survey
- Figure 13 Price distribution acceptable to respondents in the olive oil consumer survey
- Figure 14 Channels of respondents receiving information about olive oil
- Figure 15 Regional retail distribution of olive oil in China 2016
- Figure 16 Retail values of olive oil in North China, 2012-2016
- Figure 17 Retail values of olive oil in northeast China, 2012-2016
- Figure 18 Retail values of olive oil in east China, 2012-2016
- Figure 19 Retail values of olive oil in central China, 2012-2016
- Figure 20 Retail values of olive oil in south China, 2012-2016
- Figure 21 Retail values of olive oil in west China, 2012-2016
- Figure 22 Source distribution of imported virgin olive oil in China 2016
- Figure 23 Flow distribution of exported virgin olive oil from China 2016
- Figure 24 Source distribution of imported refined olive oil in China 2016
- Figure 25 Flow distribution of exported virgin olive oil from China 2016
- Figure 26 Sales revenues of health product industry in China, 2012-2017
- Figure 27 Numbers of special cosmetic hospitals in China
- Figure 28 Distribution channels in east China
- Figure 29 Distribution channels in south-central China
- Figure 30 Distribution channels in north China
- Figure 31 Distribution channels in west China
- Figure 32 Output forecast of olive oil in China, 2017-2022
- Figure 33 Retail forecast of olive oil in China, 2017-2022
- Figure 34 Retail value forecast of olive oil in China, 2017-2022

List Of Tables

LIST OF TABLES

Table 1	World olive oil outputs, 2012-2017
Table 2	World olive oil consumptions, 2012-2017
Table 3	World olive oil balances, 2012-2017
Table 4	China's GDP distributions, 2014-2016
Table 5	Population distribution in China 2016
Table 6	Per capita consumption expenditures of urban residents in China, 2014-2016
Table 7	Per capita consumption expenditures of rural residents in China, 2014-2016
Table 8	Per capita edible oil consumptions of urban and rural residents in China, 2012-2016
Table 9	Related policies to olive oil industry in China
Table 10	Retail volumes of olive oil in China, 2012-2016
Table 11	Retail values of olive oil in China, 2012-2016
Table 12	Supply and demand balances of olive oil in China, 2012-2016
Table 13	Volumes of imported virgin olive oil in China, 2012-2017
Table 14	Values of imported virgin olive oil in China, 2012-2017
Table 15	Sources of imported virgin olive oil in China 2016
Table 16	Average prices of imported virgin olive oil in China, 2012-2017
Table 17	Volumes of exported virgin olive oil from China, 2012-2017
Table 18	Values of exported virgin olive oil from China, 2012-2017
Table 19	Flows of exported virgin olive oil from China 2016
Table 20	Average prices of exported virgin olive oil from China, 2012-2017
Table 21	Volumes of imported refined olive oil in China, 2012-2017
Table 22	Values of imported refined olive oil in China, 2012-2017
Table 23	Sources of imported refined olive oil in China 2016
Table 24	Average prices of imported refined olive oil in China, 2012-2017
Table 25	Volumes of exported virgin olive oil from China, 2012-2017
Table 26	Values of exported virgin olive oil from China, 2012-2017
Table 27	Flows of exported virgin olive oil from China 2016
Table 28	Average prices of exported virgin olive oil from China, 2012-2017
Table 29	Olive planting areas in China
Table 30	Fresh olive outputs in China
Table 31	Retail values of catering industry in China, 2013-2017
Table 32	Operating revenues of food manufacturing industry in China, 2013-2017
Table 33	Patients of special cosmetic hospitals in China, 2012-2016
Table 34	Administrative and Strategic Planning of Enterprises to VIPs

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