

# China's Feed Microecologics Market Research Report

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## Abstracts

### Research Background

#### Development of Feed Microecologics

According to BOABC, total sales of microbial feed additives around the world passed 2.5 billion US dollars in 2011, among which, the sales in America passed 200 million US dollars with microbial feed additives application amount of more than 50,000 MT; and the sales in Japan passed 20 million US dollars with microbial feed additives application amount of more than 5,000 MT.

The study of feed microecologics in China started in the 1980s, some products appeared successively in the 1990s, and more than 100 feed microecologics products have been registered in 2011. Now, there are many kinds of feed microecologics products in domestic market, including single preparation and complex preparation which is the main part. Also, there are about 10 imported products in China, and some new products are entering into China continuously.

According to BOABC, currently, in domestic, microbial feed additives industry is at the beginning and there are about 400 enterprises which are engaged in the development and application of active microbial feed additives, and about 140 enterprises have got production approval from MOA. In 2011, the sales of microbial feed additives reached about 2 billion RMB in domestic, and the number of enterprises with sales of more than 100 million yuan was less five, and the sales of most enterprises was under 10 million yuan. More than 100 enterprises compete for less than 2 billion market share, so the competition is fierce. At the same time, it can be seen that the market space of microecologics is great and the development prospect of the industry is promising.

### BOABC's Viewpoint

The study of microbial feed additives overcame various disadvantages caused by using antibiotics on farming industry for a long time. The development of green feed additives has promising application prospect and has been listed as the key promotion technical project in the 21 century.

With the improving of microecologics technology, the application effect of feed microecologics will become more obvious, at the same time, the penetration rate of feed microecologics will grow increasingly as the weight of unconventional feed additives in feed is rising and people's food safety awareness is increasing.

Now, the market is in growth stage, market size is expanding, competition means is diversified, and market structure is transferred from price-oriented market to the one based on price, performance, quality and service, which is similar to monopolistic competition.

According to authoritative information from the National Bureau of Statistics, the China Feed Industry Association and BOABC, the report made deep research on the consumption and supply status of feed microecologics market in China and major domestic feed microecologics manufacturing enterprises on the basis of China's feed microecologics industry status. BOABC believes that the report is an important reference data for investment companies at home and abroad, industry associations, research institutions and feed microecologics enterprises to make strategic decision.

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