

The Competition and Development Strategy of Rice Processing Industry in China

<https://marketpublishers.com/r/CFAD1F9AEAEEN.html>

Date: April 2011

Pages: 100

Price: US\$ 6,000.00 (Single User License)

ID: CFAD1F9AEAEEN

Abstracts

Background

BOABC's research shows that the annual rice grain ration consumption of Chinese residents is about 100 million MT. In 2010 rice grain ration consumption reached 93.45 million MT, accounting for 51.39% of the domestic grain ration consumption, rising by 3.81% on the basis of 2010.

The rising status of rice consumption promotes the improvement of rice processing level, the fast expansion of market capacity and the rapid change of market structure. The market share of medium and small enterprises decreased to less than 20% from 85% in 2000, while the production of rice processing companies above designated size increased to 82.44 million MT in 2010 from 15 million MT in 2000, achieving an average growth rate of 18.6%, especially in recent two years, their annual growth rate was above 30%. The market value of above scale enterprises have increased tenfold from RMB 26.7 billion in 2000 to RMB 280.3 billion in 2010, reaching a compound annual growth rate of 26.5%.

Above scale rice processing has become one of the fastest growing industries of China's agricultural and sideline products processing sector. Especially in recent two years, COFCO, Yihai Group and China Grain Reserves Corporation entered into Chinese rice processing industry, which made the competition more intense and brought about the comparatively high paddy prices and low rice prices, quite a few medium and small rice processing enterprises got into troubles.

What is the current competition of rice processing industry? How will the industry develop? How the rice processing enterprises cope with the situation?

Under the survey on the market evolution of the past ten years, combining the development status of macro-economy, the report answers the mentioned questions in detail and provides effective decision-making reference for business enterprises, trade institutions, investment organizations and individuals who want to do investment in grain industry. Also, the report can provide reference to agricultural and grain policy decision-making body, research institutes and international organizations who study Chinese grain and world grain.

Contents

CHAPTER ONE POLICY ANALYSIS ON RICE PROCESSING INDUSTRY

1. Basic entrance policies
2. Food safety law's influence on rice processing industry
3. Preferential policies

CHAPTER TWO THE EVOLUTION OF CHINA'S RICE INDUSTRY

1. Number and yield of rice processing enterprises
2. Annual output and capacity utilization of rice industry
3. Product mix evolution of enterprises
4. Revenue evolution of above-scale enterprises

CHAPTER THREE RICE CONSUMPTION IN CHINA

1. Rice consumption in China's rural areas
2. Rice consumption of families in China's urban areas
3. Rice consumption of China's catering industry
4. Rice consumption of food industry in China
5. Total consumption of rice grain ration in China
6. Annual consumption composition of rice grain ration in China
7. Annual rice consumption and balance of supply and demand in China
8. Monthly rice consumption composition in China

CHAPTER FOUR RICE GRAIN RATION CONSUMPTIONS IN DIFFERENT PROVINCES IN CHINA

1. China's rice consumption characteristics by provinces
2. Rice consumption in China's rural areas by provinces, 2008-2010
3. Rice consumption of families in urban areas by provinces, 2008-2010
4. Rice consumption of food industry by provinces, 2008-2010
5. Rice consumption of catering industry by provinces, 2008-2010
6. China's grain ration consumption composition by provinces, 2008-2010

CHAPTER FIVE AREAL DISTRIBUTION OF RICE PROCESSING INDUSTRY

1. Areal distribution characteristics of rice processing industry in China

2. Analysis on factors that influence areal distribution of rice processing industry
3. The capacities of major regions and yield distribution
4. Monthly yield and operating rate of machine
5. Annual rice yield by provinces
6. Brand-building
 - 6.1 Analysis on factors that influence brand development
 - 6.2 Development practices of rice brand
 - 6.2.1 High quality price and small packing brand rice
 - 6.2.2 China top brands in rice industry, 2004
 - 6.2.3 China top brands in rice industry, 2007
 - 6.3 The nutrition of Chinese rice

CHAPTER SIX CHINA'S RICE TRADE

1. Total trade volume of domestic rice
2. Areal distribution of China's rice trade
3. International rice trade
 - 3.1 Imports and exports policy
 - 3.2 Imports and exports
 - 3.3 Structural analysis on imports and exports by countries
 - 3.4 China's rice import and export volumes and prices analysis by month, 2005-2010
 - 3.5 Rice imports by enterprises, 2009-2010
 - 3.6 Key rice import enterprises in China, 2009-2010

CHAPTER SEVEN PADDY SUPPLY

1. Yields of Chinese paddy and global paddy, 2006-2010
2. Global balance between supply and demand and rice trade, 2006-2010
3. Balance between supply and demand and paddy safety in China
4. High paddy balance between supply and demand in China
5. Paddy balance between supply and demand in producing areas
6. Analysis on paddy processing trade in China

CHAPTER EIGHT PROFIT OF RICE PROCESSING INDUSTRY IN CHINA

1. Annual profit analysis of China's rice processing industry
2. Profit analysis on polished round-grained rice processing industry
3. Profit analysis on polished long-grained nonglutinous rice processing industry

CHAPTER NINE INFLUENTIAL ENTERPRISES IN CHINA'S RICE PROCESSING INDUSTRY

1. Heilongjiang Agriculture Group
 - 1.1 Introduction
 - 1.2 Development of production capacity and objectives
 - 1.3 Sales performance
2. COFCO Rice
 - 2.1 Introduction
 - 2.2 Development of production capacity and objectives
 - 2.3 Sales performance
3. YiHai Group Rice Processing Business Division
 - 3.1 Introduction
 - 3.2 Development of production capacity and objectives
 - 3.3 Sales performance
4. Hunan Jinjian Cereals Industry
 - 4.1 Introduction
 - 4.2 Development of production capacity and objectives
 - 4.3 Sales performance
5. China Grain Reserves Corporation Rice Processing Business Division
 - 5.1 Introduction
 - 5.2 Development of production capacity and objectives
 - 5.3 Sales performance
6. Hubei FuWa Rice Limited Company
 - 6.1 Introduction
 - 6.2 Development of production capacity and objectives
 - 6.3 Sales performance
7. Jiangxi JinJia Rice Limited Company
 - 7.1 Introduction
 - 7.2 Development of production capacity and objectives
 - 7.3 Sales performance
8. HUBEI GUOBIAO QIAOMI CO., LTD.
 - 8.1 Introduction
 - 8.2 Development of production capacity and objectives
 - 8.3 Sales performance

CHAPTER TEN DEVELOPMENT TREND OF CHINA'S RICE PROCESSING INDUSTRY

1. Current inflation's influence on rice processing industry
2. New development of China's rice processing industry in 2010
3. Diversified development of rice industry
 - 3.1 Definition and classification of diversification
 - 3.2 Horizontal integration development of rice industry
 - 3.3 Technical analysis on the scale effect of rice industry
 - 3.4 The influence of transportation on the horizontal integration development of rice industry
 - 3.5 Market capacity of China's rice industry
 - 3.6 Anti-monopoly law's restraint on the horizontal integration of rice industry
 - 3.7 Horizontal integration practices in domestic rice industry
 - 3.8 Cost-benefit analysis on the integration of processing and sales of rice, flour and plant oil
4. Vertical integration development of rice industry
 - 4.1 Policy factors that influence the vertical integration development
 - 4.2 Cost-benefit analysis on the integration of planting, processing and sales
 - 4.3 Cost-benefit analysis on rice flour processing
 - 4.4 Cost-benefit analysis on rice starch processing
 - 4.5 Cost-benefit analysis on rice bran oil and rice hull processing
5. Forecast on China's rice processing industry

I would like to order

Product name: The Competition and Development Strategy of Rice Processing Industry in China

Product link: <https://marketpublishers.com/r/CFAD1F9AEAEEN.html>

Price: US\$ 6,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CFAD1F9AEAEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970