

# Investment Research Report on China Animal Aquatic Products Industry

<https://marketpublishers.com/r/IB85FE6A6DCEN.html>

Date: January 2012

Pages: 0

Price: US\$ 6,250.00 (Single User License)

ID: IB85FE6A6DCEN

## Abstracts

To be published in 10 working days after paid

### Abstract

The report makes analysis on each links of the industry chain, such as production, processing, consumption and trade, and interprets the subdivided industries. Through integrating industry data and lots of research information, the report will help investors and other related persons to learn the development of the industry fast and have an insight on investment hotspot and hold future development trend. It is a good choice for the persons who pay attention to aquatic products industry. The data about the top 100 aquatic products enterprises has great value to enterprises and investment and financing organizations that want to enter into China aquatic products industry.

### Background

Aquatic products industry is one of the earliest sectors that carried out market reform. At the beginning of the reform and opening up, from the fundamental national condition, China established the development guideline of giving priority to aquaculture, reforming operating and management system, adjusting industry structure, increasing infrastructure investment and enhancing resource conservation to walk out a development road of aquaculture that features Chinese characteristics. From 1978 to 2010, the total output of fishery industry has rose to 53.72 million tons, increasing 10.5 folds in China, at the same time the per capita consumption has grown to 39.2Kg, increasing 7.2 folds, which is twice of the global average level, realizing the historic shift from catching-focused aquaculture industry to breeding-focused industry. The proportion of aquaculture production in the total output of aquatic products increased to

71% from 26%, and the aquafarm extended to various provinces in western regions from central east areas. Since the reform and opening up, the fast development of export-oriented fishery industry, the remarkable improved internationalization degree and the increasing capability of using market and resource at home and abroad have become the primary characteristics and result of the development of the industry in China. Deep-sea fishery started and leaped into the front ranks of the world, export-oriented fishery developed rapidly, the export of aquatic products rose to 13.83 billion USD in 2010 from 40-50 million USD at the beginning of reform and opening up and the growth rate of export was 5% higher than that of farm produce during the same period. Since 2002, China aquatic products export has become the world's number one, accounting for 10% of the total trade value of the world. The import volume of aquatic products has increased to 3.822 million tons from 58 thousand tons, growing 59 folds, with annual average growth rate of 14%, especially after China's accession to WTO, the export trade entered into a faster development period and formed a international trade pattern that combining exporting domestic aquatic products and processing with imported materials, which promoted the further development and the structure optimization of aquatic products production and improved the international competitiveness.

With the increase of residents' income, more and more persons of middle and high-income class were not satisfied with ordinary aquatic products and began to consume high value-added aquatic products, especially brand aquatic products, such as deep-sea abalone, Yangcheng Lake steamed crab, prawn and eel, which are not only the profit growth point of aquatic product enterprises, but also the hotspot of investment.

BOABC has accumulated full and accurate data about aquatic products industry for several years; at the same time, the company has established good relationship with MOA, aquatic product department of various regions and relevant associations. The researchers of this report are professional analysts who feature excellent industry background and high quality and provide guarantee for the specialty and practical applicability of the report.

The report makes analysis on each links of the industry chain, such as production, processing, consumption and trade, and interprets the subdivided industries. Through integrating industry data and lots of research information, the report will help investors and other related persons to learn the development of the industry fast and have an insight on investment hotspot and hold future development trend. It is a good choice for the persons who pay attention to aquatic products industry. The data about the top 100 aquatic products enterprises has great value to enterprises and investment and

financing organizations that want to enter into China aquatic products industry.

## Contents

### **1. RELENT POLICIES OF AQUATIC PRODUCTS INDUSTRY**

- 1.1. Summary
- 1.2. Production policy
  - 1.2.1. Developing aquatic products industry is the focus of agriculture and rural economy strategic structural adjustment
  - 1.2.2. Making superior regional development plan to accelerate the development of aquatic products industry
- 1.3. Processing policy
- 1.4. Fiscal supporting and subsidy policy
  - 1.4.1. Capital construction projects of fishery
  - 1.4.2. Financial projects of fishery
- 1.5. Development plans of aquatic products industry
  - 1.5.1. Overall development goals
  - 1.5.2. Regional distribution
  - 1.5.3. Key point of the development
  - 1.5.4. Major projects
  - 1.5.5. Supporting measure

### **2. PRODUCTION OF AQUATIC PRODUCTS**

- 2.1. Classification of aquatic products
- 2.2. Scale of aquatic products industry
- 2.3. Aquaculture area
- 2.4. Output of aquatic products
  - 2.4.1. Current output
  - 2.4.2. Potential of increase production
  - 2.4.3. Output of fish, Shrimp and Crab
- 2.5. Per unit area yield of aquatic products
- 2.6. Distribution of regional advantages of aquatic products
- 2.7. Price of fresh and alive aquatic products
- 2.8. Cost-benefit comparison between aquaculture industry and other major fish breeding and poultry raising industries
- 2.9. Technology support of fishery
  - 2.9.1. Improving independent innovation capacity of key areas
  - 2.9.2. Accelerating the construction of technological innovation system
  - 2.9.3. Boosting the reform of technology popularizing system

## 2.10. General assessment

### **3. AQUATIC PRODUCTS PROCESSING**

#### 3.1. Summary

##### 3.1.1. Products processing

##### 3.1.2. Development stage

#### 3.2. Aquatic products processing enterprises

##### 3.2.1. The number of enterprises

##### 3.2.2. Concentration ratio of the industry

##### 3.2.3. The scale of the industry

##### 3.2.4. Aquatic products processing capacity

#### 3.3. Market pattern of aquatic processed products

##### 3.3.1. Output

##### 3.3.2. Regional distribution

#### 3.4. Raw material supply of aquatic products processing enterprises

### **4. AQUATIC PRODUCTS TRADE RESEARCH**

#### 4.5.1. Import trade

#### 4.5.2 Export trade

#### 4.5.3. Import and export price

#### 4.5.4. The situation of trade balance

#### 4.6 Structured disparity between the supply and demand of aquatic products

### **5. AQUATIC PRODUCTS CONSUMPTION RESEARCH**

#### 5.1. Summary

#### 5.2. Per capita aquatic products consumption of Chinese residents

#### 5.3. Per capita consumption level of aquatic products of urban and rural residents in China

##### 5.3.1. Urban Residents

##### 5.3.2. Rural Residents

#### 5.4. Market share comparison between China aquatic products and other international aquatic products

#### 5.5. Demand analysis of aquatic products and relevant products in China

### **6. RESEARCH ON THE PROFITABILITY OF EACH LINKS IN AQUATIC PRODUCTS INDUSTRY IN CHINA**

- 6.1. General profitability
- 6.2. Production link
- 6.3. Circulation link
- 6.4. Processing link

## **7. RESEARCH ON THE COMPETITION OF AQUATIC PRODUCTS INDUSTRY**

- 7.1. Summary
- 7.2. Statements on the competitions of different products
- 7.3. Research on classical aquatic products enterprises
  - 7.3.1. Shandong Homey Aquatic Development Co., Ltd.
  - 7.3.2. Zhangzidao Fishery Group
  - 7.3.3. Shandong Oriental Ocean Sci-Tech Co., Ltd.
  - 7.3.4. Dahu Aquaculture Co., Ltd.
  - 7.3.5. Zhejiang Shanxiahua Pearl Co., Ltd.
  - 7.3.6. CNFC Overseas Fishery Co., Ltd.
  - 7.3.7. Zhanjiang Guolian Aquatic Products Co., Ltd.
  - 7.3.8 Shandong Zhonglu Oceanic Fisheries Company Limited

## **8. RESEARCH ON CHARACTERISTIC AQUATIC PRODUCTS**

- 8.1. Principal item
- 8.2. Market price
- 8.3. Source
- 8.4. Profitability analysis

## **9. RESEARCH ON THE INVESTMENT OPPORTUNITY AND VALUATION OF AQUATIC PRODUCTS INDUSTRY**

- 9.1. Investment opportunity and valuation
- 9.2. Suggestions on choosing investment projects in aquatic products industry
  - 9.2.1. Reasons for choosing investment projects
  - 9.2.2. Suggestions on investment project

## **APPENDIX 1: LIST OF TOP 200 AQUACULTURE ENTERPRISES IN CHINA**

## **APPENDIX 2: CONTENTS OF FIGURES IN THE REPORT**

Figure 1-1 Products flow graph of industrial chain of aquatic products industry, 2011

Figure 2-1 Changes of output value of aquatic products production industry in China, 2000-2005

Figure 2-2 Aquaculture area variation trend in China, 2002-2011

Figure 2-3 Culture area variation trend in main seawater aquatic products provinces and regions in China, 2002-2011

Figure 2-4 Culture area variation trend in main fresh water aquatic products provinces and regions in China, 2002-2011

Figure 2-5 Aquatic products output trend in China, 2000-2015

Figure 2-6 Proportions of the quantities of catch and cultivation in aquatic products volume in China, 2002-2011

Figure 2-7 Proportions of the quantities of catch and cultivation in seawater aquatic products volume in China, 2002-2011

Figure 2-8 Aquaculture area forecast in China

Figure 2-9 per unit area yield of aquatic products in China

Figure 2-10 Aquatic products output forecast

Figure 2-11 Growth trend of fish production in China

Figure 2-12 Variation trend of fish production mode in China

Figure 2-13 The proportion of marine fishes in total fish production decreased continuously in China, 2000-2025

Figure 2-14 Variation trends of shrimp and crab production in China, 2002-2011

Figure 2-15 Variation trends of shrimp and crab production mode in China, 2002-2011

Figure 2-16 Variation trends of aquatic products structure (by production) in China, 2002-2011

Figure 2-17 Variation trends of per unit area yield of aquatic products in China, 2002-2011

Figure 2-18 Distribution of seawater aquatic products superior regions in China, 2002-2011

Figure 2-19 Distribution of freshwater aquatic products superior regions in China, 2002-2011

Figure 2-10 Disparity of aquatic products processing capacity between different provinces in China

Figure 2-21 Price trend of seawater aquatic products in China, 2002-2011

Figure 2-22 Price trend of freshwater aquatic products in China, 2002-2011

Figure 2-23 Cost-benefit comparison between freshwater aquatic products industry and other main fish breeding and poultry raising industries, 2010

Figure 3-1 Changes of aquatic products processing enterprises in China, 2002-2011

Figure 3-2 Output value variation of aquatic products processing industry in China, 2000-2015



Figure 3-3 Output value variation of frozen aquatic products processing industry in China, 2000-2015

Figure 3-4 Output value variation of minced fillet and dry-salt products processing industry in China, 2000-2015

Figure 3-5 Output value variation of fish protein concentrate (fish meal) processing industry in China, 2000-2015

Figure 3-6 the capacity of aquatic products processing industry and its proportion in total aquatic products output in China, 2002-2011

Figure 3-7 Production trends of various processed aquatic products in China, 2002-2011

Figure 3-8 production structure of processed aquatic products in China, 2011

Figure 3-9 the proportion of aquatic products production of top 10 provinces in total national production in China, 2011

Figure 3-10 the proportion of seawater aquatic products production of top 8 provinces in total national production in China, 2011

Figure 3-11 the proportion of freshwater aquatic products production of top 8 provinces in total national production in China, 2011

Figure 3-12 Varieties structure of processed aquatic products (by production) in China, 2011

Figure 3-13 Import trends of aquatic products in China, 2002-2011

Figure 3-14 Export trends of aquatic products in China, 2002-2011

Figure 3-15 Average comprehensive import and export prices of aquatic products in China, 2002-2011

Figure 3-16 Trade surplus of aquatic products in China is increasing, 2002-2011

Figure 4-1 per capita consumption trend of aquatic products of urban residents in China, 2000-2015

Figure 4-2 per capita consumption trend of aquatic products of rural residents in China, 2000-2015

Figure 5-1 Gross profit ratio graph of each links of aquatic products industry, 2011

Figure 5-2 Gross profit ratio trend of freshwater fish scale cultivation in China, 2002-2011

Figure 5-3 Gross profit ratio trend of frozen aquatic products processing industry in China, 2002-2011

Figure 5-4 Gross profit ratio trend of minced fillet and dry-salt products processing industry in China, 2002-2011

Figure 5-5 Gross profit ratio trend of fish protein concentrate (fish meal) processing industry in China, 2002-2011

Figure 6-1 Market share (%) variation of top 10 domestic frozen brands, by sales value 2011



Figure 6-2 Market share (%) variation of top 10 domestic minced fillet and dry-salt products brands, by sales value 2011

Figure 6-3 Market share (%) variation of top 10 domestic fish protein concentrate (fish meal) brands, by sales value 2011

## **APPENDIX 2: CONTENTS OF ATTACHED TABLES**

Table 2-1 Classification of domestic aquatic products

Table 3-1 Regional distribution list of major aquatic products output in China, 2011

Table 3-2 Regional distribution of main aquatic products processing in China, 2011

Table 4-1 Per capita occupation of aquatic products of Chinese residents, 2000-2015

Table 6-1 Competition structure of frozen aquatic products processing link in China, 2011

Table 6-2 Competition structure of minced fillet and dry-salt products processing link in China, 2011

Table 6-3 Competition structure of fish protein concentrate (fish meal) processing link in China, 2011

Table 7-1 Competition situation of aquatic products industry

Table 7-2 Major characteristics and opportunities of aquatic products industry

Table 7-3 Investment project proposal list

## I would like to order

Product name: Investment Research Report on China Animal Aquatic Products Industry

Product link: <https://marketpublishers.com/r/IB85FE6A6DCEN.html>

Price: US\$ 6,250.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IB85FE6A6DCEN.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**

Customer 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