

Research Report on China's Middle and High End Pork Market Competition

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Date: January 2013

Pages: 80

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

ID: R1CC5B3073EEN

Abstracts

Research Background

In China, meat consumption mainly is pork, and pork accounts for more than 60% residents' meat consumption. With the growth of resident income, rapid population growth and urbanization and the promotion of strong pork consumption custom of Chinese people, total consumption of pork in China will increase continuously. However, BOABC's research finds that China's pork consumption structure is changing gradually with the decreasing of pedlars' market and the changing of people's habit of buying vegetables and meat. People with higher income begins reducing ordinary pork consumption slowly, while their consumption of middle and high end pork which features long fattening period, good taste, safety, health and brand starts increasing.

The classification of pork consumption brings about the classification and differentiated development of hog raising industry. So since 2009, Chinese endemic pigs raising and hogs raised through long-term fattening, ecological breeding and green breeding have increased gradually, at the same time, the breeding size has become bigger and bigger. All regions have started to emphasize the conservation and propagation of Chinese endemic pigs breeds, some regions have introduced relevant breeding plans. Some enterprises who fix to produce middle and high end pork developed rapidly and attracted the attention of lots of outside capital.

In this context, BOABC thinks that it is necessary to make a research on the current situation of China's middle and high end pork market to answer following questions: how large the future growth space of China's middle and high end pork market is and how about its development history? What characteristics does middle and high end pork consumption have in various regions in China? What are the circulation channels and

circulation costs of various middle and high end porks in China? Who are the major players in China's middle and high end pork market and how about their scales and market influences? Which middle and high end pork enterprises have investment value in China? How about the market concentration of China's middle and high end pork market? How about the industry competition trend and structure?

This report will make detailed analysis against above questions and is hoped to do objective and detailed analysis on the development trend of China's middle and high end pork market. In terms of data sources, some data in the report comes from national authorities and industry associations such as State Statistics Bureau, Development Research Centre of the State Council, NDRC, Customs Bureau, State Economic Information Center, Ministry of Commerce, MOA and China Animal Agriculture Association and features accuracy and authority, some data is accumulated by BOABC in the past 16 years since establishment and features strong systematicness, scientificness and perspectiveness. BOABC believes that the report will be an important reference data for domestic and overseas meat products processing enterprises, industry associations, research institutions, hog raising enterprises, meat trade enterprises to make strategic decisions.

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