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Analysis of Price of Feed-grade Vitamin in 2014 Edition(1)

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Abstracts

Vitamin industry hot topics in 2014:

On 19 March, 2014, BASF released a statement, explaining that its citral production line in Germany plant had suffered a fire and had to close down. BASF's total citral capacity accounts for more than 60% of the global capacity, thus the fire led to a tight supply of citral and had a huge impact on the downstream of vitamin A, fragrance and flavor, vitamin E and other products. However, even though BASF's citral resumed production as soon as in April 2014, the domestic supply situation didn't change quickly.

On 11 July, 2014, DSM announced that it had reached an agreement to acquire Aland Nutraceutical, a leading producer of vitamin C in China. Through the acquisition, DSM will be able to further strengthen its status in the vitamin C market and spread its domains all over the world in human nutrition and health care, animal nutrition and health care, and personal care.

On 25 Oct. 2014, Shandong Haineng Bioengineering Co., Ltd. conducted '25-hydroxyvitamin D3' press conference in International Conference Center of Jinan City, Shandong Province. Haineng Bioengineering launched 25-hydroxyvitamin D3, which means that China is expected to break monopoly on technology and market dominated by foreign countries to some extent. And it speeds up the production and efficiency of livestock and poultry breeding.

Purpose of report:

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In this report, CCM has analyzed price of feed-grade vitamins in 2014.

What to report:

In this report, China's feed-grade vitamin prices in 2014 have been analyzed exhaustively from the following aspects:

Content background;

Company dynamics;

Market prices change of vitamins.

Forecasts:

In the next few years, the vitamin industry in China will continue to be promising. On the whole, it’s worth investing in it.

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