

# Market Research of Micro Spray Hose in China

<https://marketpublishers.com/r/M190A106D09EN.html>

Date: April 2014

Pages: 125

Price: US\$ 16,200.00 (Single User License)

ID: M190A106D09EN

## Abstracts

### Background:

With the increasingly severe water shortage problem in China, the water-saving irrigation industry in China developed very fast during the last few decades. At the end of 2012, the area of China's farmland irrigation was about 62.5 million ha, accounting for 52.1% of the total farmlands. Meanwhile, the total area of water-saving irrigation reached 31.2 million ha. Among these, the area of spray irrigation and micro spray irrigation reached 6.6 million ha, while that of low-pressure pipe irrigation was around 7.5 million ha.

At present, the proportion of China's spray irrigation and drip irrigation area in the effective irrigation area is only 6.7% while it is about 80% in developed countries of water-saving agriculture. Compared with developed countries of agricultural irrigation, micro spray irrigation is a new spray irrigation mode in China, which has developed in recent years. It performs partial irrigation through micro nozzle and is a more water-saving irrigation pattern than general spray irrigation. Among all micro spray irrigation equipment, micro spray hose is the one of highly cost effective and mainly used in the irrigation of fruit trees, economic crops, flowers, lawn and greenhouse planting.

### Industrial affairs:

At the current stage of the domestic water-saving equipment industry, drip hose seems to have gained too much attention due to the support from the government, while micro spray hose developed slower than the general water-saving equipment industry. Does it mean that there is no business opportunity for the micro spray hose market? What are the major consumption markets and consumption features of micro spray hose in China?

#### Purpose of report:

CCM devotes itself to researching further on the market of micro spray hose and helping customers know more about the supply and consumption of micro spray hose in China

#### Application user:

Water-saving equipment players

Micro spray hose manufacturers, especially high-end ones

Agricultural irrigation researchers

Investors who want to enter the water-saving equipment industry of China

#### What to report:

##### The report covers the following aspects:

Overview of irrigation situation of China and the government support on water-saving irrigation equipment industry;

Supply of micro spray hose around China;

Consumption market of micro spray hose in China;

Case studies of domestic micro spray hose manufacturers.

#### Value to client:

Understanding the government's attitude towards micro spray hose in China

Understanding the domestic producers of micro spray hose and their business information in China

Understanding the consumption market distribution of micro spray hose and the

related consumption features in China.

Discovering the business opportunities of micro spray hose market in China.

#### Methodology:

Desk-based research

Telephone interviews

CCM gained better knowledge on micro spray hose market in China through telephone interviews on more than 20 micro spray hose producers from different regions and officials of agricultural irrigation.

#### Field work

CCM carried out field work in Zhejiang Province to collect information and data from local officials in agricultural sectors, sales agencies of micro irrigation products and farmers Summarization

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## About

With a view to promote the water-saving farming, the governments, including the central government and the local governments, have related budget on the water-saving equipment subsidy. When farmers purchase water-saving equipment from the verified suppliers in the catalog, they can obtain subsidy from the government.

Compared with the financial subsidy of the central government, that of the local government is more flexible. In some regions, farmers can obtain financial subsidy when purchasing water-saving products from any supplier.

Currently, this kind of financial subsidy is more popular in southern China.

Players of micro spray hose in North China are mainly concentrated on XXXX. These players are also comprehensive water-saving irrigation companies which provide irrigation system installation for customers in provinces around.

Generally, the consumption market of micro spray hose is mainly distributed in North China, East China and South China. Inner Mongolia is the biggest consumption region in China.

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