

Market Research of Micro Spray Hose in Zhejiang

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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 water-saving equipment industry, drip hose seems to have gained too much attention thanks to the support from the government in arid areas like Xinjiang and Gansu. So what is the market situation of water-saving equipment in the humid areas? Is it also dominated by drip hose? Are there more business opportunities for micro spray hose in the economically developed areas?

Purpose of the report:

CCM devotes itself to conducting a deep research on the micro spray hose market in Zhejiang which is a humid and economically developed area of China, aiming to help customers know more about the supply and consumption of micro spray hose in this area.

Application users:

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 Zhejiang

Topics of the report:

Crop planting situation in Zhejiang;

Irrigation situation in Zhejiang;

Supply and consumption of micro spray hose in Zhejiang.

Value to clients:

Understanding the crop planting and irrigation situation in Zhejiang;

Understanding farmers and technicians' attitude towards water-saving irrigation equipment, especially micro spray hose, in Zhejiang;

Understanding the market distribution of micro spray hose and related consumption features in Zhejiang;

Discovering business opportunities of micro spray hose market in Zhejiang.

Methodology:

Desk based research

Telephone interviews

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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