

# Study on Alkali Lignin in China

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## Abstracts

From 2007 to 2009, more and more countries, including the US and European countries, have approved consumption of stevia sweetener as ingredient in food and beverage, which has greatly boosted the global demand for this sweetener. Additionally, owing to advantages like completely natural and low-calorie, it is very likely that much more countries would continue to open up the market for stevia sweetener in the future.

China, the largest stevia sweetener production base and supplier in the world, has witnessed significant development within the industry in the past three years, reflected by the increasing output to 3,096 tonnes in 2009 from 2,073 tonnes in 2007 and 80% of the total exported.

Attracted by promising future prospect, many producers, including some large foreign investors like GLG and PureCircle are endeavoring to enlarge capacity and accelerate technology innovation, aiming to grasp future commercial opportunity and obtained more profit. It is estimated that China's stevia sweetener capacity has been expanding to 11,789t/a in 2009 from around 5,000t/a in 2007.

As for consumption, though not the most important, China is an emerging consumption country for stevia sweetener, with total consumption volume of around 620 tonnes in 2009. Stevia sweetener can be used in all the fields needing sucrose, such as food, beverage, medicine, agriculture, animal feedstuff, as well as personal care and skin care products.

Besides the aspects mentioned above, what other changes can be seen from 2007 to 2009? Which segments within the industry may hide the most profit business? Where will Chinese stevia sweetener industry go to and what are the challenges? Basing on such questions, CCM has updated the stevia and sweetener report compiled in 2007.

In the 2009 edition, aspects as follows can be expected:

- With detail description and smart analysis on China's stevia sweetener industry, future investment opportunities may be found in the report or enlightened after reading the report;
- With introduction on capacity expansion, that of foreign investors in particular, a clear picture of competitive landscape within the industry is available;
- As for the sales, how much has it been changed from 2007 to 2009? What about the market value?
- With relaxing market environment globally, how is Chinese stevia sweetener market being driven?
- Future forecast on China's stevia sweetener industry, by different scenario;
- Future commercial opportunity for new investors in China's stevia sweetener industry;
- For the planting of stevia, raw material for stevia sweetener production, how much has the planting area increased boosted by the enlarging demand? What new species have been developed? And has any new planting technology newly applied to heighten the quality and output?

## Contents

### 1 ALKALI LIGNIN

- 1.1 R&D progress
- 1.2 Application
- 1.3 Markets
- 1.4 Future forecast

### COMPANIES MENTIONED

Xinjiang Tianhong Paper Industry Co., Ltd., Gaotang Xinya Chemical Technology Co., Ltd., Shandong Gaotang Duoyuan Lignin Co., Ltd., Shandong Gaotang Liya Technology Co., Ltd., Jilin Huawei Youbang Chemical Co., Ltd., Wuhan East China Chemical Co., Ltd.

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