

# Sugar Alcohol Industry Trend in China

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## Abstracts

In 2013, sugar alcohol industry continued to maintain a downward trend under the weak demand and the oversupply pressure. The ex-work prices continued to decline because of the oversupply pressure in 2013, caused by the slowdown of the demand increase. In order to reduce the negative effects and improve the competitiveness, some enterprises have even stopped their new projects and some have adopted market diversification strategies.

With the rapid development of food industry and the government's limit on VC industry, the consumption structure has changed gradually. Meanwhile, with the development of e-commerce, more enterprises have tried to adopt a C2B, O2O or wechat mode in marketing.

In order to better enter the foreign market, some enterprises have improved the quality of sugar alcohol products to pass the FDA review, and some have tried to set up subsidiaries in foreign countries.

What are China's sugar alcohols industry dynamics at present? How will the main dynamics affect the future of sugar alcohol industry? What are the opportunities in China's sugar alcohol industry?

In this report, sugar alcohols industry dynamics are analyzed exhaustively in the following aspects:

- 1 Sugar alcohols industry dynamics in China
- 2 The main sugar alcohols industry dynamics review (2013)
- 3 Influence of the main events in sugar alcohols industry

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### **COMPANIES MENTIONED**

Shandong Tianli Pharmaceutical Co., Ltd.  
Shandong Futaste Pharmaceutical Co., Ltd.  
Zhejiang Huakang Pharmaceutical Co., Ltd.

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