

# Research Report On Entry Into China's Essential Oil Market

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## Abstracts

China has occupied a certain position in the international world of natural spiceberry resource and the kinds and quantity of essential oil products which have become commodity. Besides, China has also turned into one of the big producing countries of essential products. However, due to the affects such as its own producing techniques and ability as well as the consumption capability, China only takes about 5% shares of the world's spicery and essence market and is far behind the market shares of Japan (12%) and America (20%).

As China's manufacturing industry of spicery and essence has a late start, the producing of natural spicery mainly depends on the separate planting and processing of each material producing area; besides, the concentration degree of the industry is still in a low level; although the enterprises on the industry are in a large quantity, most of them have small scales, mainly produce material for primary processing and have weak producing ability for essence products with high added value such as essential oil. At present, the annual consumption capability of essential oil products in China's market is about 22 thousand tons, and around 48% products depend on import. Based on the statistic data given by China Customs, the import of essential products of China keeps a continuous growing tread in the last five years. In 2007, China imported about 10.5 thousand tons of essential oil products, and the annual growing rate of the import quantity in the five years is about 8.46%. In 2008, China imports more essential oil products, and the import quantity from January to September reached 8,532.42 tons, up by 5.78% over the same period of the last year; the accumulated import value reaches 94.0137 million USD, up by 30.43% over the same period of last year.

According to the data revealed by the National Bureau of Statistics of China, in recent years, the manufacturing industry of spicery and essence in China has a fast

development. From January to November in 2007, the manufacturing industry of spicery and essence in China has 352 large-scaled enterprises with a total sales income of about RMB 22.005 billion Yuan, up by about 18.6% over the same period of the last year, and the total profit is about RMB 2.407 billion Yuan, up by about 5.34% over the same period in the last year; the industry has about 34.2 thousand employees, up by about 3.45% over the same period of the last year.

Presently in China, the spicery products are mainly used in food processing, daily chemical products, tobacco manufacturing and other industrial fields. As the fine processing products of conventional spicery, the essence has a continuously enlarged application field along with the upgrading of producing techniques of each demanding industries in China as well as the diversification and quality requirements of the consumption market.

China has entered a new growing period of independent economy, and the increase in residents' disposable income and the further upgrading consumption structure will support the continuous growing of consumption demand of China. Therefore, it can be forecasted that the development of the domestic consumption level and the fast development of each downriver demanding industries will drive the enlarging of China's essence market scale. However, due to the percent slow progress of the world's economy and inflationary, the demand increase rate will be slowed to some extent in the future. The huge market space will draw more international capital to enter China's essence and spicery industry and develop the conformity progress of the industry. But in the late future, the pattern that the markets of essential oil of top and middle levels in China mainly depend on import will keep unchanged.

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