

# Research Report On Entry Into China's Processed Grain Market

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## Abstracts

Through many years of development, in each domestic subdivision field of deep processed grain products, leading enterprises of the industry have been formed gradually, and market shares are centralized by excellent enterprises. The centralizations of sales income and regional sales of enterprises above the designed size reach 36.54% and 77.89% respectively.

In recent years, rapid development of national economy, improvement of people's living standard and expanding of demand of consumption market improve the further development of China's grain deep processing industry. According to data of the National Bureau of Statistics, from January to June in 2008, the total consumption price level of Chinese residents was up by 7.9%, and the food price was up by 20.4%, thus leading to an increase in total price level of 6.64%. It can be seen that food commodity is the main factor for rise in consumption price. From January to November in 2007, China's grain deep processing industry realized total industrial output value, sales income and total profit of 140.170 billion Yuan, 134.239 billion Yuan and 8.238 billion Yuan, up by 31.31%, 27.81% and 50.92% over the same period of previous year respectively.

Deep processed grain products imported into China are mainly from Singapore, New Zealand, Denmark, Ireland, and Holland. Among them, the import value of deep processed grain products from Singapore, New Zealand and Denmark in 2007 was 260 million USD, accounting for 58.63% of total import value. From 2003 to 2007, the proportion of import value of deep processed grain products from Singapore, New Zealand and Denmark in total import value was about 45%-60%. It can be seen that the centralization rate of producing places of imported deep processed grain products of China has reached a high level.

Rapid development of national economy and constant rise in consumers' income provide good economic base for the consumption of deep processed grain products. Improvement of people's living standard, popularization of household electric equipments such as refrigerators and microwave oven, and rapid development of catering chain industry provide a substance base for the development of deep processed grain products. Great support from the state for the development of rural consumption market and constant expanding of end market provide wider consumption space for the development of deep processed grain products. It is predicted that by 2010 the apparent consumption amount of domestic deep processed grain products of China will reach 180 billion Yuan to 210 billion Yuan.

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