

Research Report on China Poultry Raising Industry and Egg Market, 2010-2019

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Abstracts

Description

Before 1978, egg commercialization was rare with egg always in a short supply. Ever since reform and opening-up, egg industry has flourished in China and China surpassed the US to become the world's largest egg producer in 1984.

In 1988, egg production in China surpassed 20 million tons for the first time which accounted for nearly 40% of global egg production and was four times that in the US. In 2014, China's egg production reached 28.94 tons, increasing 0.6% year on year.

China's egg production mainly concentrates in Henan, Shandong, Hebei, Liaoning, Jiangsu, Sichuan, Hubei, Anhui, Heilongjiang and Jilin provinces whose production totals over 80% of the national sum.

It is clear to see that at home, egg flows from North and Northeast China to Southeast and South China as well as big cities like Beijing, Tianjin and Shanghai. According to the National Bureau of Statistics of the People's Republic of China, Hebei, Henan, Liaoning and Shandong provinces boast of a relatively large egg outflow. And Guangdong shows the largest gap between supply and demand with an inflow of 1.6 million tons each year, followed by Shanghai, Zhejiang and Beijing. Most of the other provinces enjoy a balance between supply and demand.

According to the way of consumption, egg consumption could be divided into industrial consumption (cleaning egg and food industry), household consumption (edible egg) and away-from-home consumption (egg for restaurant consumption). On the whole, egg is mainly consumed by households. Traditional egg products such as spiced egg, salted

egg and preserved egg account for a large part of Chinese egg products while products with high added-value like liquid egg and egg powder are still in a small amount, which indicates such problems of egg products as simple yet similar form and lack of innovation. In the long run, egg products enjoy a large market in such fields as catering, biology and medical application. In 2014, the sales of egg product industry surpassed CNY 27 billion, increasing 22.9% year on year.

28.8 million tons of egg was estimated to be consumed in China in 2014, increasing 1.0% year on year. As egg price goes up in the world, China's egg export rose fast to 94582.7 tons in 2014, increasing 1.4% year on year, which brought in a trade surplus of USD 189 million with a year-on-year growth of 7.8%.

Although Chinese egg has been exported to many countries and regions in Asia, Africa, Europe, North America and Oceania, its export, affected by geology, quality and processing level, mainly concentrates in neighboring countries and regions.

Benefiting from the intensification and scaling up of poultry industry, China will continue to be the leader in egg production in the next few years. However, the growth of egg production will slow down due to the adjustment and optimization of scale structure of hen raising brought about by individual farmers who are constrained by environmental protection and market development before exiting from the market.

With increasing population and income level, egg consumption in China keeps growing. Therefore, for poultry raisers, feed makers and animal healthcare companies, there are many opportunities in China.

Readers can get at least the following information through this report:

status of poultry raising and egg supply in China

domestic demand for and export of egg in China

poultry diseases

expectation to poultry raising industry and egg market in China

The author suggests the following groups of people purchase this report:

poultry raisers

enterprises engaged in egg trade and processing

poultry feed makers

animal healthcare companies

investors/research institutions interested in poultry raising/egg market

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COMPANIES MENTIONED

CP Group; Tie Qi Li Shi Group; Hanwei Group; Beijing DQY; Hubei Shendan

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