

Research Report on China's Condiment Industry, 2010-2012



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In China, the concept of the condiment includes the gourmet powder, soy-bean sauce, vinegar, ferment, flavor oil, dressing sauce, seasoning etc.

In 2010, the scale of China's condiment market was about CNY 133 billion (USD 19.80 billion), with the annual growth rate exceeding 10% in recent years.

In 2010, the output of China's condiments exceeded 10 million tons, among which the soy-bean sauce was the most dominant product, with the yields of over 5 million tons in 2010. In China, there are over 300 licensed soy-bean sauce producing enterprises. At present, China's soy-bean sauce industry has developed towards polarization. Several enterprises such as Haitian, LEE KUM KEE will occupy the main position in the national market. More enterprises will become the regional brands or be merged by advantageous enterprises.

China's vinegar products witness a fast rising trend. With several-year rapid development, fruit vinegar and health vinegar gradually account for certain market shares in China's vinegar market.

China's chicken essence industry, including the chicken essence industry, the chicken powder industry and the chicken flavor condiment, is basically monopolized by the giants. In the East and North China market, Totole exerts great influence. In the Southwest market, Haoji chicken bouillon lays a firm foundation. In South China market, Knoii still takes a secure position. There is huge development space for China's chicken essence, not exclusive of the possibility of the emergence of other advantageous enterprises.

In China, the gourmet powder industry is a seriously homogenized industry. The production enterprises all face the problem of pollution treatment. Since environmental protection requirements vary in different regions, and domestic consumers hold it unbeneficial to eat much gourmet powder while they turn to the chicken extract and chicken powder, the gourmet industry is forced into plight.

The sauce product market is growing at a high speed, which presents mainly in South and East China, indicating development disequilibrium. The sauce products in large sales include chili sauce, meat sauce, hoisin sauce, soy-bean sauce, etc.

The sales channels in developed countries and regions are greatly different from those in China, namely the sales channels of the condiment in developed countries lay particular stress on modern retail channels and highlight the convenience of eating and cooking. On the contrary, Chinese cuisine is more complex, and the consumers do not value the easy-to-use property of condiments. Therefore, various traditional condiments will still be the main stream of Chinese market in the next few years while it will be hard for novel compound condiments to achieve success in Chinese market in a short period.

The international financial crisis not only struck China's condiment industry, but also brought opportunities. It will cause demands for the condiment in China's catering industry declining, especially in the low and middle-end catering industry. The reason is that the household consumers are the main consumption subjects of the low and middle-end catering industry. Under the influence of the international financial crisis, the opportunities for household consumers to eat out will be fewer due to the income reduction. The demands for soy-bean sauce, vinegar, cooking wine and spice, which act as China's traditional condiments

will see an obvious rise. As for China's traditional condiment industry, the international financial crisis has brought opportunities to develop.

Following and more information can be acquired from this report:

- Development of China's Condiment Industry
- Development of Sub-industries of China's Condiment Industry
- Analysis on Sales Channels of China's Condiments
- Analysis on Major Enterprises of China's Condiment Industry and Their Operations
- Analysis on Factors influencing the Development of China's Condiment Industry
- Import and Export of China's Condiments
- Distributions of Foreign Funded Enterprises in China's Condiment Market
- Development Trends of China's Condiment Industry

Following people are suggested to buy this report

- Condiment Producing Enterprises
- Condiment Trade Enterprises
- Condiment Raw Material Suppliers
- Catering Enterprises
- Food Manufacturing Enterprises
- Investors Focusing on China's Condiment Industry
- Institutions Studying on Condiments

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