

# **China Longum Market Research Report Forecast** 2016-2021

https://marketpublishers.com/r/CA563D2C7C4EN.html

Date: October 2016

Pages: 136

Price: US\$ 2,400.00 (Single User License)

ID: CA563D2C7C4EN

#### **Abstracts**

The China Longum Market Research Report Forecast 2016-2021 is a valuable source of insightful data for business strategists.

It provides the Longum industry overview with growth analysis and historical & futuristic cost, revenue, demand and supply data (as applicable). The research analysts provide an elaborate description of the value chain and its distributor analysis. This Longum market study provides comprehensive data which enhances the understanding, scope and application of this report.

This report provides comprehensive analysis of

Key market segments and sub-segments

Evolving market trends and dynamics

Changing supply and demand scenarios

Quantifying market opportunities through market sizing and market forecasting

Tracking current trends/opportunities/challenges

Competitive insights

Opportunity mapping in terms of technological breakthroughs



The Major players reported in the market include:

Nestle Nutrition (Switzerland)

DuPont Nutrition & Health (US)

Garden of Life LLC (US)

BioGaia AB (Sweden)

Bright Food (Group) Co., Ltd. (China)

China-Biotics Inc. (China)

Hangzhou Wahaha Group (China)

Renew-Life (USA)

Chobani, LLC (US)

Chr. Hansen A/S (Denmark)

Groupe Danone SA (France)

AMUL (India)

General Mills (US)

Kirkman (US)

Lallemand-Institut Rosell (Canada)

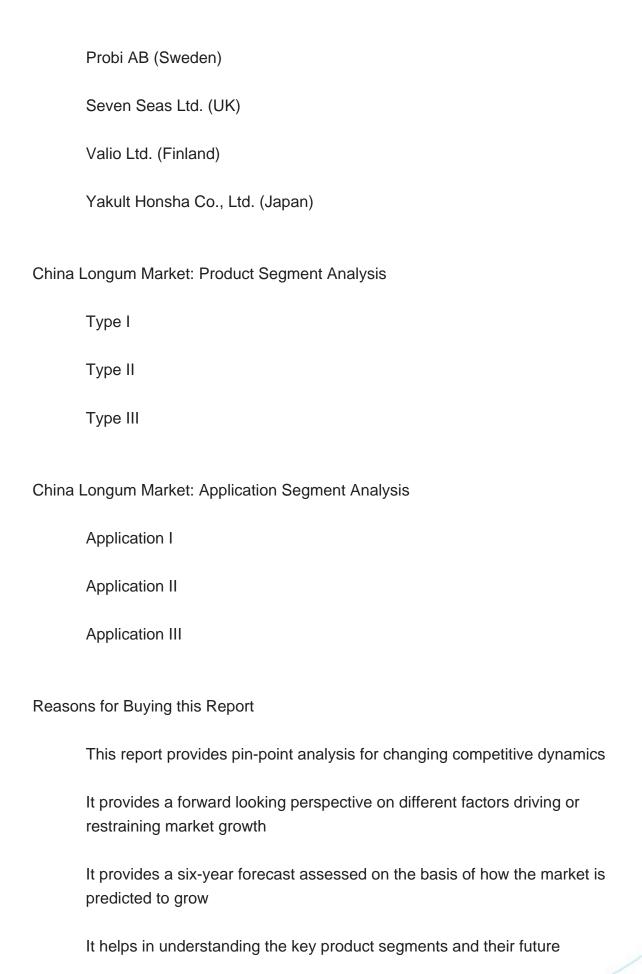
Lifeway Foods, Inc. (US)

Meiji Holdings Co., Ltd. (Japan)

Mother Dairy (India)

Natren, Inc. (US)







It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors

It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments

It provides distinctive graphics and exemplified SWOT analysis of major market segments



#### **Contents**

#### **CHAPTER 1 LONGUM MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Longum
- 1.2 Longum Market Segmentation by Type
  - 1.2.1 China Production Market Share of Longum by Type in 2015
  - 1.2.1 Type I
  - 1.2.2 Type II
  - 1.2.3 Type III
- 1.3 Longum Market Segmentation by Application
  - 1.3.1 Longum Consumption Market Share by Application in 2015
  - 1.3.2 Application I
  - 1.3.3 Application II
  - 1.3.4 Application III
- 1.4 China Market Size Sales (Value) and Revenue (Volume) of Longum (2011-2021)

#### **CHAPTER 2 CHINA ECONOMIC IMPACT ON LONGUM INDUSTRY**

- 2.1 China Macroeconomic Environment Analysis
  - 2.1.1 China Macroeconomic Analysis
  - 2.1.2 China Macroeconomic Environment Development Trend
- 2.2 Effects to Longum Industry

#### **CHAPTER 3 CHINA LONGUM MARKET COMPETITION BY MANUFACTURERS**

- 3.1 China Longum Production and Share by Manufacturers (2015 and 2016)
- 3.2 China Longum Revenue and Share by Manufacturers (2015 and 2016)
- 3.3 China Longum Average Price by Manufacturers (2015 and 2016)
- 3.4 Manufacturers Longum Manufacturing Base Distribution, Production Area and Product Type
- 3.5 Longum Market Competitive Situation and Trends
  - 3.5.1 Longum Market Concentration Rate
  - 3.5.2 Longum Market Share of Top 3 and Top 5 Manufacturers
  - 3.5.3 Mergers & Acquisitions, Expansion

## CHAPTER 4 CHINA LONGUM CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)



- 4.1 China Longum Capacity, Production and Growth (2011-2016)
- 4.2 China Longum Revenue and Growth (2011-2016)
- 4.3 China Longum Production, Consumption, Export and Import (2011-2016)

### CHAPTER 5 CHINA LONGUM PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

- 5.1 China Longum Production and Market Share by Type (2011-2016)
- 5.2 China Longum Revenue and Market Share by Type (2011-2016)
- 5.3 China Longum Price by Type (2011-2016)
- 5.4 China Longum Production Growth by Type (2011-2016)

#### **CHAPTER 6 CHINA LONGUM MARKET ANALYSIS BY APPLICATION**

- 6.1 China Longum Consumption and Market Share by Application (2011-2016)
- 6.2 China Longum Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Applications
  - 6.3.2 Emerging Markets/Countries

#### **CHAPTER 7 CHINA LONGUM MANUFACTURERS ANALYSIS**

- 7.1 Nestle Nutrition (Switzerland)
  - 7.1.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.1.2 Product Type, Application and Specification
  - 7.1.3 Production, Revenue, Price and Gross Margin (2011-2016)
  - 7.1.4 Business Overview
- 7.2 DuPont Nutrition & Health (US)
  - 7.2.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.2.2 Product Type, Application and Specification
  - 7.2.3 Production, Revenue, Price and Gross Margin (2011-2016)
  - 7.2.4 Business Overview
- 7.3 Garden of Life LLC (US)
  - 7.3.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.3.2 Product Type, Application and Specification
  - 7.3.3 Production, Revenue, Price and Gross Margin (2011-2016)
  - 7.3.4 Business Overview
- 7.4 BioGaia AB (Sweden)
  - 7.4.1 Company Basic Information, Manufacturing Base and Competitors



- 7.4.2 Product Type, Application and Specification
- 7.4.3 Production, Revenue, Price and Gross Margin (2011-2016)
- 7.4.4 Business Overview
- 7.5 Bright Food (Group) Co., Ltd. (China)
- 7.5.1 Company Basic Information, Manufacturing Base and Competitors
- 7.5.2 Product Type, Application and Specification
- 7.5.3 Production, Revenue, Price and Gross Margin (2011-2016)
- 7.5.4 Business Overview
- 7.6 China-Biotics Inc. (China)
  - 7.6.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.6.2 Product Type, Application and Specification
  - 7.6.3 Production, Revenue, Price and Gross Margin (2011-2016)
  - 7.6.4 Business Overview
- 7.7 Hangzhou Wahaha Group (China)
- 7.7.1 Company Basic Information, Manufacturing Base and Competitors
- 7.7.2 Product Type, Application and Specification
- 7.7.3 Production, Revenue, Price and Gross Margin (2011-2016)
- 7.7.4 Business Overview
- 7.8 Renew-Life (USA)
  - 7.8.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.8.2 Product Type, Application and Specification
- 7.8.3 Production, Revenue, Price and Gross Margin (2011-2016)
- 7.8.4 Business Overview
- 7.9 Chobani, LLC (US)
  - 7.9.1 Company Basic Information, Manufacturing Base and Competitors
  - 7.9.2 Product Type, Application and Specification
  - 7.9.3 Production, Revenue, Price and Gross Margin (2011-2016)
  - 7.9.4 Business Overview
- 7.10 Chr. Hansen A/S (Denmark)
- 7.10.1 Company Basic Information, Manufacturing Base and Competitors
- 7.10.2 Product Type, Application and Specification
- 7.10.3 Production, Revenue, Price and Gross Margin (2011-2016)
- 7.10.4 Business Overview
- 7.11 Groupe Danone SA (France)
- 7.12 AMUL (India)

#### **CHAPTER 8 LONGUM MANUFACTURING COST ANALYSIS**

8.1 Longum Key Raw Materials Analysis



- 8.1.1 Key Raw Materials
- 8.1.2 Price Trend of Key Raw Materials
- 8.1.3 Key Suppliers of Raw Materials
- 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Longum

### CHAPTER 9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Longum Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Longum Major Manufacturers in 2015
- 9.4 Downstream Buyers

#### CHAPTER 10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

#### **CHAPTER 11 MARKET EFFECT FACTORS ANALYSIS**

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

#### CHAPTER 12 CHINA LONGUM MARKET FORECAST (2016-2021)



- 12.1 China Longum Production, Revenue Forecast (2016-2021)
- 12.2 China Longum Production, Consumption Forecast by Regions (2016-2021)
- 12.3 China Longum Production Forecast by Type (2016-2021)
- 12.4 China Longum Consumption Forecast by Application (2016-2021)
- 12.5 Longum Price Forecast (2016-2021)

#### **CHAPTER 13 RESEARCH FINDINGS AND CONCLUSION**

**CHAPTER 14 APPENDIX** 



#### **List Of Tables**

#### LIST OF TABLES

AND FIGURES

Figure Picture of Longum

Figure China Production Market Share of Longum by Type in 2015

Figure Product Picture of Type I

Table Major Manufacturers of Type I

Figure Product Picture of Type II

Table Major Manufacturers of Type II

Figure Product Picture of Type III

Table Major Manufacturers of Type III

Table Longum Consumption Market Share by Application in 2015

Figure Application 1 Examples

Figure Application 2 Examples

Figure Application 3 Examples

Figure China Longum Revenue (Million USD) and Growth Rate (2011-2021)

Table China Longum Capacity of Key Manufacturers (2015 and 2016)

Table China Longum Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Longum Capacity of Key Manufacturers in 2015

Figure China Longum Capacity of Key Manufacturers in 2016

Table China Longum Production of Key Manufacturers (2015 and 2016)

Table China Longum Production Share by Manufacturers (2015 and 2016)

Figure 2015 Longum Production Share by Manufacturers

Figure 2016 Longum Production Share by Manufacturers

Table China Longum Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Longum Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Longum Revenue Share by Manufacturers

Table 2016 China Longum Revenue Share by Manufacturers

Table China Market Longum Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Longum Average Price of Key Manufacturers in 2015

Table Manufacturers Longum Manufacturing Base Distribution and Sales Area

Table Manufacturers Longum Product Type

Figure Longum Market Share of Top 3 Manufacturers

Figure Longum Market Share of Top 5 Manufacturers

Table Church & Dwight Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Church & Dwight Longum Capacity, Production, Revenue, Price and Gross



Margin (2011-2016)

Figure Church & Dwight Longum Market Share (2011-2016)

Table Nestle Nutrition (Switzerland) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Nestle Nutrition (Switzerland) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Nestle Nutrition (Switzerland) Longum Market Share (2011-2016)

Table DuPont Nutrition & Health (US) Basic Information, Manufacturing Base,

Production Area and Its Competitors

Table DuPont Nutrition & Health (US) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table DuPont Nutrition & Health (US) Longum Market Share (2011-2016)

Table Garden of Life LLC (US) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Garden of Life LLC (US) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Garden of Life LLC (US) Longum Market Share (2011-2016)

Table BioGaia AB (Sweden) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table BioGaia AB (Sweden) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table BioGaia AB (Sweden) Longum Market Share (2011-2016)

Table Bright Food (Group) Co., Ltd. (China) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Bright Food (Group) Co., Ltd. (China) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Bright Food (Group) Co., Ltd. (China) Longum Market Share (2011-2016)

Table China-Biotics Inc. (China) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table China-Biotics Inc. (China) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table China-Biotics Inc. (China) Longum Market Share (2011-2016)

Table Hangzhou Wahaha Group (China) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Hangzhou Wahaha Group (China) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Hangzhou Wahaha Group (China) Longum Market Share (2011-2016)

Table Renew-Life (USA) Basic Information, Manufacturing Base, Production Area and Its Competitors



Table Renew-Life (USA) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Renew-Life (USA) Longum Market Share (2011-2016)

Table Chobani, LLC (US) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Chobani, LLC (US) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Chobani, LLC (US) Longum Market Share (2011-2016)

Table Chr. Hansen A/S (Denmark) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Chr. Hansen A/S (Denmark) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Chr. Hansen A/S (Denmark) Longum Market Share (2011-2016)

Table Groupe Danone SA (France) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Groupe Danone SA (France) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table Groupe Danone SA (France) Longum Market Share (2011-2016)

Table AMUL (India) Basic Information, Manufacturing Base, Production Area and Its Competitors

Table AMUL (India) Longum Production, Revenue, Price and Gross Margin (2011-2016)

Table AMUL (India) Longum Market Share (2011-2016)

Figure Production Revenue Share of Longum by Type (2011-2016)

Figure 2015 Revenue Market Share of Longum by Type

Table China Longum Price by Type (2011-2016)

Figure China Longum Production Growth by Type (2011-2016)

Table China Longum Consumption by Application (2011-2016)

Table China Longum Consumption Market Share by Application (2011-2016)

Figure China Longum Consumption Market Share by Application in 2015

Table China Longum Consumption Growth Rate by Application (2011-2016)

Figure China Longum Consumption Growth Rate by Application (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Longum

Figure Manufacturing Process Analysis of Longum

Figure Longum Industrial Chain Analysis

Table Raw Materials Sources of Longum Major Manufacturers in 2015

Table Major Buyers of Longum



Table Distributors/Traders List

Figure China Longum Capacity, Production and Growth Rate Forecast (2016-2021)

Figure China Longum Revenue and Growth Rate Forecast (2016-2021)

Table China Longum Production, Import, Export and Consumption Forecast (2016-2021)

Table China Longum Production Forecast by Type (2016-2021)

Table China Longum Consumption Forecast by Application (2016-2021)



#### I would like to order

Product name: China Longum Market Research Report Forecast 2016-2021

Product link: https://marketpublishers.com/r/CA563D2C7C4EN.html

Price: US\$ 2,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

### **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/CA563D2C7C4EN.html">https://marketpublishers.com/r/CA563D2C7C4EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

| First name:   |                           |
|---------------|---------------------------|
| Last name:    |                           |
| Email:        |                           |
| Company:      |                           |
| Address:      |                           |
| City:         |                           |
| Zip code:     |                           |
| Country:      |                           |
| Tel:          |                           |
| Fax:          |                           |
| Your message: |                           |
|               |                           |
|               |                           |
|               |                           |
|               | **All fields are required |
|               | Custumer signature        |
|               |                           |
|               |                           |

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970