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Research Report of Chinese Condiment Industry, 2009

China Research and Intelligence

www.shscri.com

TEL: 86-21-5842-6733

Email: report@shcri.com

Description

In China, the concept of the condiments concludes the gourmet powder, soy-bean sauce, vinegar, ferment, flavor oil, dip and seasoning etc.

In 2008, the scale of Chinese condiment market was about 105 billion Yuan (15 billion USD), with the annual growth rate exceeding 10% in recent years.

Soy-bean sauce is the first biggest product of Chinese condiments, the yields accounting for about 50% of the total condiment yields over 6 million tons. In China, the national formal soy-bean sauce enterprises are more than 3 hundred. At present, Chinese soy-bean sauce industry has developed towards polarization phase. Several enterprises, such as Haitian, LEE KUM KEE will occupy the important place in the national market. More enterprises will become the regional brand or be merged by other advantageous enterprises.

Chinese vinegar industry is headed by Hengshun. There is a fast increasing trend of the total capacity of Chinese vinegar products. With several-year fast development, fruit vinegar and health vinegar gradually account for certain market shares in Chinese vinegar market.

Chinese chicken bouillon industry, including the chicken bouillon industry, chicken powder industry and chicken flavor condiment, is basically monopolized by the giants. In the East and North China market, Totole has great influences. In the southwestern market, Haoji chicken bouillon lays a firm foundation. In South China market, the position of Knoii is still steady. There is huge development space for Chinese chicken bouillon, not exclusive of the possibility of the born of other advantageous enterprises.

In China, the gourmet powder industry is serious homogenization industry. Many production enterprises all face the problem of pollution treatment. Because of the various environmental protection requirements in different regions, the distribution of the gourmet powder enterprises is comparatively centered on. Many domestic consumers hold that it is unbeneficial to eat more gourmet powder, so they turn to the chicken bouillon and chicken powder, leading to the difficulties for the gourmet industry. As a matter of fact, there is still huge space for the gourmet powder enterprises to break through the industrial channels and the catering channels. Meanwhile, different gourmet powder enterprises can find their ways out through the price competition. The market competition of the gourmet powder industry will be showed in the competition strategies. The mergers among the large enterprises will make the industry become the monopoly industry.

The sauce and juice products are increased fast actually but in disparity, mainly growing fast in South and East China. The sauce products in large sales conclude the chili sauce, meat sauce, hoisin sauce, fermented wheat sauce and soy-bean sauce, which are sold steadily. The juice products is at a fast growth but low in the total market capacity. Therefore, the juice products should be sold together with other large quantity products as profit products. The growth of the sauce products should look for breakthrough towards the differences.

In the world, the compound condiment account for 80% market shares. However, it is converse in the mainland only accounting for 20%. There is great difference of the condiment sales channels between the developed countries and China, namely, the sales channels of the condiment in the developed countries are more in the retail channels and highlight the eating convenience. Therefore, there are great demands for the compound condiment, which is different from China. There is no doubt the compound condiment will be the development direction in Chinese market. However, the foreign experiences and methods need adjusting after entry Chinese market including the second orientation, brand spread, choice of the sales channels and promotions so as to attain the goals fast.

International financial crisis not only strikes Chinese condiment industry, but also brings opportunities, which is analyzed from the consumer compositions in Chinese condiment market.

The condiment consumers in China can be divided into two parts: one is the household consumers and the other is the catering consumers. The international financial crisis will lead to the decline demands for the condiment in Chinese catering industry, especially in the medium and low catering industry. The reason for that is the consumption subjects of the medium and low catering industry are the household consumers. With the influences of international financial crisis, the household consumers will cut down their eating opportunities in the restaurants because of the income reduction. The demands for traditional Chinese condiment, soy-bean sauce, vinegar, cooking wine and spice, will be increased. For the traditional Chinese condiment industry, the international financial crisis brings development opportunities.

More following information can be obtained in this report:
- Present Development Situation of Chinese Condiment Industry
- Development Situation of the Sub-sectors of Chinese Condiment Industry
- Sales Channels of Chinese Condiment Industry
- Major Enterprises and Their Operations of Chinese Condiment Industry
- Factors affecting the Development of Chinese Condiment Industry
- Distributions of Foreign Funded Enterprises in Chinese Condiment Market
- Influences of International Financial Crisis on Chinese Condiment Industry

- Development Trends of Chinese Condiment Industry

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