

# China Apple Juice Concentrate Industry Report, 2008-2009

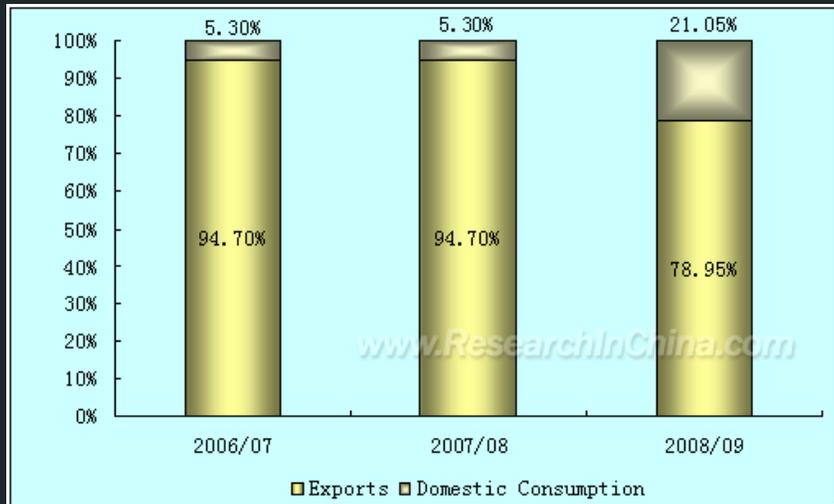


Apple juice approximately accounts for 20% juice market share; and the annual trade volume hits 1.5 million tons. The compound growth rate of demand for apple juice concentrate was 6.06% during 1997-2007.

As the largest apple juice concentrate consumption region, EU consumed half of the global total in the production season 2008-2009; USA consumed one fourth. More than half consumption of apple juice concentrate in the above two regions relied on imports.

China is the largest apple juice concentrate producer and exporter in the world; output in the production season 2007-2008 and 2008-2009 respectively hit 1.21 million tons and 600,000 tons, accounting for about 50%. Majority of China's apple juice concentrate is exported to other countries; and export volume accounts for above 70% of the global total.

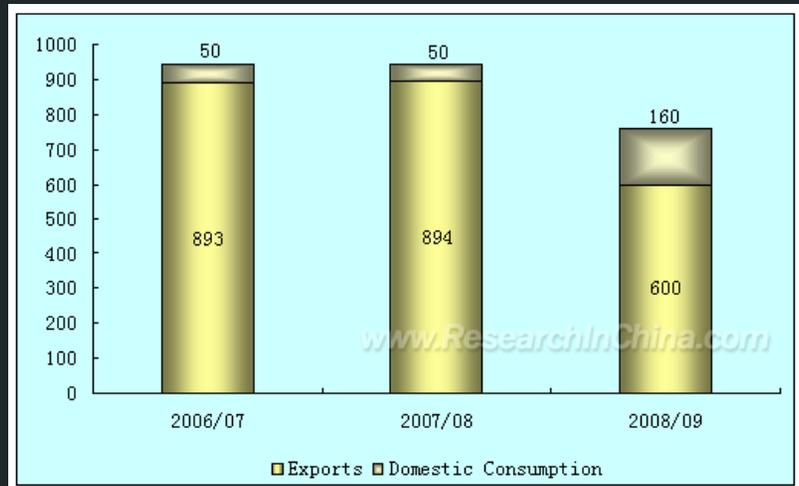
### Consumption and Export Volume Proportions of China's Apple Juice Concentrate, Jul 2006-Sep 2008



Source: USDA, ResearchInChina

During the production season 2008-2009, China's export of apple juice concentrate dropped sharply due to price increase of juice and decrease of Europe's imports; in contrast, domestic consumption increased to a great extent. The consumption of apple juice concentrate reached 160,000 tons, up 2.20 times against the same period of last year. Export proportion to the global total dropped to 70.09% from 78.22% in the production season 2007-2008; while consumption rose to 10.06% from 3.4%.

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Source: USDA, ResearchInChina

China will maintain its dominant position in international apple juice concentrate market in the future. However, it is necessary to improve the quality of apple juice concentrate and do further research on international consumption; in the meantime, it still has great potential in domestic market; the market concentration degree of top five producers is expected to increase, with great possibility of acquiring medium-and small-sized producers.

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