



**China Tomato Products Industry Report,
2011-2012**

Aug. 2012

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include China Customs, National Bureau of Statistics of China and WIND Database etc.

Abstract

Currently, there are mainly three tomato-producing clusters worldwide, i.e. U.S. California Valley, the Mediterranean Coast and China's Xinjiang, Inner Mongolia, etc., whose tomato production altogether accounts for roughly 85.0% of the world's total. Affected by eating habits, Chinese tomato products are primarily export-oriented, largely subject to the global market.

Global tomato production and consumption in 2011 were respectively 37 million tons and 35 million tons, with the former slightly larger than the latter. By the end of 2011, the global tomato has still been a cumulative inventory of 20 million tons to meet consumption of seven months. This high inventory renders the global tomato product industry (including China) hard to get rid of loss-making situation. But in the long run, tomato products pertain to fast moving consumer goods with strong rigid demand, coupled with the adjustment of countries' planting policies, the future market supply and demand will tend towards equilibrium.

In 2011, China's tomato product output and export volume severally reached 1.29 million tons and 1.1315 million tons, with export ratio of 87.7%. It is expected that tomato output in 2012 will see a slight decline over the previous year to 1.25 million tons.

Output of Tomato Products in China, 2007-2011



Source: WPTC, ResearchInChina < China Tomato Products Industry Report, 2011-2012 >

There are approximately 166 tomato sauce processing plants in China, but highly-concentrated. COFCO Tunhe and Xinjiang Chalkis, by dint of superiority in large-scale production, tomato planting bases, etc., retain leadership positions, respectively sharing 38.9% and 24.6% of China's tomato production in 2011. However, COFCO Tunhe lays emphasis on the development of the upstream raw material market, while Xinjiang Chalkis gives priority to the downstream deep-processing market.

China Tomato Products Industry Report, 2011-2012 covers the followings:

- Development status, market supply and demand, import and export trade, price trends, etc. of the global tomato production and tomato products;
- Development status, market supply and demand, import and export trade, price trends, development prospects, etc. of tomato production and tomato products in China;
- Competitive landscape, profit level, competitive advantages and disadvantages, etc. of the tomato product industry in China;
- Operation, investment and M&A, business analysis, development forecasts, etc. of two worldwide and six Chinese tomato product enterprises.

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