



**China Edible Vegetable Oil Industry Report,
2011-2013**

Sept. 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 NATIONAL VEGETABLE OIL ASSOCIATION, National Bureau of Statistics of China and China Customs etc.

Abstract

China's edible vegetable oil consumption demand has maintained a rigid growth trend in recent years; and the whole edible vegetable oil industry has also made rapid development. In 2011, China's edible vegetable oil output registered 43.319 million tons, rising by 19.6% from the year earlier; the apparent consumption reached 49.767 million tons, up 8.3% YoY; and the revenue increased by 27.9% YoY to RMB735.06 billion.

Revenue and Growth Rate of Chinese Edible Vegetable Oil Industry, 2006-2012



Source: National Bureau of Statistics of China; ResearchInChina < China Edible Vegetable Oil Industry Report, 2011-2013 >

Due to the scarcity of raw materials, rising costs, and the government's restriction on product prices for social stability, the gross margin of Chinese edible vegetable oil industry is merely 7.9%-9.1%. Affected by this, enterprises with weaker cost control abilities are exposed to losses even bankruptcy, while those advantageous in raw materials and brand channels benefit. In 2011, small-package edible oil market share of Yihai Kerry Group, COFCO and Shandong Luhua Group reached 50%, 15% and 8% respectively; and Chinese edible vegetable oil industry presented an oligopolistic competition pattern.

This report mainly covers the following contents:

- Market size, market structure, price trend, import & export, profit, competition pattern and consumption trend of Chinese edible vegetable oil market;
- Impact of regulatory policies, industrial policies, entry barriers and upstream & downstream sectors on Chinese edible vegetable oil industry;
- Analysis on market segments of Chinese edible vegetable oil industry, including market development and forecast of soybean oil, peanut oil, rapeseed oil, corn oil, olive oil, palm oil and camellia oil.
- Production & operation, investment & acquisition, edible vegetable oil business and development prospect of 15 edible vegetable oil enterprises at home and abroad.

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