Aug. 2013
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 Company Reports, and National Bureau of Statistics of China etc.
During 2004-2011, the yeast output grew continuously, with the CAGR hitting 12.4%. In 2012, the figure approximated 257 kilotons in China, rising by 11.2%. The yeast production in China is mainly dominated by high active dry yeast, with output accounting for over 50% of total output; feed yeast contributes 15% or so of yeast output in China.

As an acknowledged sunrise industry, yeast industry enjoys bright development prospects. At present, the per capita bread consumption in Chinese Mainland reaches about 1.3 kg/year, much lower than that in Taiwan (9 kg/year) and Japan (10 kg/year) with similar dietary habits. Plus the demands of steamed bread, alcohol, etc. for yeast, the traditional yeast market capacity in China can amount to 384.8 kilotons theoretically.

Since the yeast market features a fairly high concentration degree, the leading companies have the bargaining power. As of 2012, there had been around 20 yeast manufacturers in China. In particular, Angel Yeast, AB MAURI and Lesaffre possess 12 plants, with capacity sharing 82% of the total. Except above three players, the rest yeast firms all characterize small scale, and the capacity of most enterprises is even less than 1,000 tons.

China Yeast Industry Report, 2012-2015 mainly covers the followings:

Development status, import & export, competitive situation at home and abroad, development prospect, etc. of yeast industry in China; Upstream molasses price, output and producing areas, and the demand of downstream terminal markets (baking industry, beer industry and feed industry) for year in China, etc.; Operation, revenue structure, yeast business, gross margin, R&D and investment, and operation of nine subsidiaries, etc. of Angel Yeast (largest yeast producer in China); Operation, etc. of other seven companies in yeast industry in China (AB MAURI, Lesaffre, Ziyi Biotechnology, Jiangmen Biotechnology, Xiwang Yeast, Tailong Food and Jiuding Yeast).
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