



**China Tomato Product Industry Report,
2012-2015**

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.

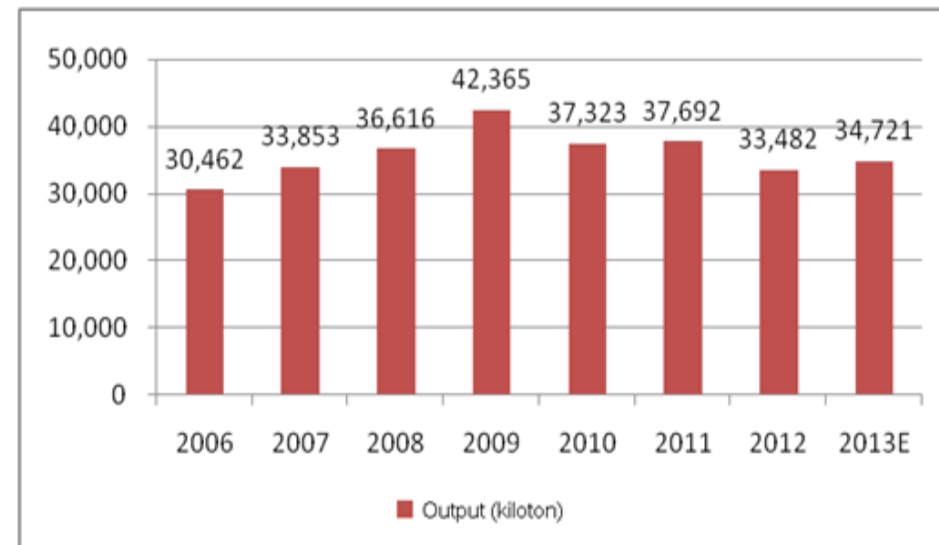
Abstract

Affected by severe drought in major tomato production regions, the global tomato output in 2012 dived to 34.721 million tons, hitting the rock bottom since 2007. The Mediterranean boasts the world's largest processing tomato production region, with the output accounting for 41.4% of the world's total, while the US is known as the world's largest processing tomato production country, with the output making up 35.6% of the world's total. In China, the output of processing tomato stood up 9.6% of the total in global terms.

China currently has around 166 tomato sauce processing factories, featuring higher market concentration. COFCO Tunhe and Chalkis are flagship tomato products enterprises, with the collective output accounting for over 70% of the total in China.

China's tomato products are mostly exported to EU countries, Russia and Japan. In 2012, the severe drought in major production regions caused the low operation of domestic tomato enterprises, with the export volume of tomato products declining by 4.2% over 2011. By contrast, the products like ketchup and tomato sauce in small package saw rapid growth in export volume, and the export structure appears to be more reasonable.

Processing Tomato Output Worldwide, 2006-2013



Source: WPTC; ResearchInChina *China Tomato Product Industry Report, 2012-2015*

In 2012, the average export price of tomato products made in China began to pick up. In Jan.-May, 2013, the average export price exceeded USD900/ton, starting running at a profit. However, it is the truth indeed that the overall profit of China tomato processing industry is relatively low.

The report highlights:

Status quo, supply & demand, import & export, and price trend of worldwide processing tomato planting and tomato products;

Status quo, supply & demand, import & export, price trend and development outlook of China processing tomato production and tomato products;

Competition pattern, profit level and advantages & disadvantages of market competition;

Operation, investment and M&A, tomato products business and development outlook of major tomato products enterprises worldwide.

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