



**China Food Safety Testing Industry Report,  
2013-2015**

**Oct. 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

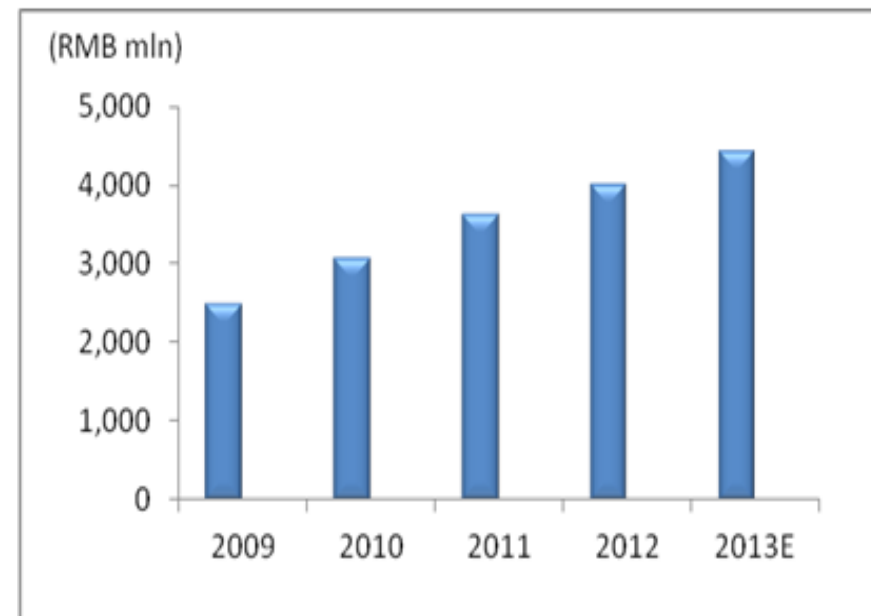
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

China food safety testing industry started from testing of agricultural and livestock products in the early 1900s. With the issuance of Chinese food safety related laws and regulations as well as the enhancement of food safety supervision, China food safety testing industry has developed rapidly. In 2009-2012, China food safety testing market grew at the average annual growth rate of 20%. In 2012, the market value hit RMB4.01 billion, reflecting a year-on-year increase of 11.1%. And the figure is expected to be RMB4.411 billion in 2013.

Currently, state-owned detection institutions are still the main force in Chinese food safety testing market, occupying more than 53% market in 2012. Foreign testing organizations seize about 35% market share in China by virtue of solid technical and financial strength, as well as strong brand and market awareness. Leading global third-party testing institutions have tapped into Chinese market by sole proprietorship or joint venture.

**China Food Safety Testing Market Size, 2008-2013**



**Source: China Association for Instrumental Analysis;**

**ResearchInChina China Food Safety Testing Industry Report, 2013-2015**

Intertek set foot in China in 1989 as the first international third-party testing and certification company. In 2012, Intertek achieved the revenue of EUR350 million from consumer goods testing business, accounting for 17% of the total revenue. In 1991, SGS and a company under Quality Supervision Bureau set up a joint venture ----- SGS-CSTC Standards Technical Services Co., Ltd.; SGS's food safety testing business is mainly reflected in its agricultural testing and consumer goods testing business, which generated revenue of CHF1.31 billion with the year-on-year growth of 15.9% in 2012.

Bureau Veritas set up a wholly-owned subsidiary ----- LCIE CHINA Company Limited in China in 2000. Bureau Veritas provides retail suppliers with BRC / IFS Food Standard Certification. In 2012, the company attained revenue of EUR443 million from consumer products, up 16.8% year on year.

Chinese private third-party testing companies has been growing quickly and formed a certain scale, despite they started late with weak capital strength. Especially in some coastal cities, a number of representative companies have emerged.

Centre Testing International is a giant in Chinese food safety testing market. As the nation's largest non-government food testing agency, the company established its Food Division in 2005. Currently, Centre Testing International has founded food testing laboratories in Shenzhen, Shanghai, Qingdao and other places, with recognition, certification and CMA qualification of China National Accreditation Service for Conformity Assessment (CNAS). In 2012, the company's consumer goods testing business contributed revenue of RMB170 million, rising by 29.5% year on year and accounting for 27.5% of the total revenue.

### **The report consists of the following aspects:**

- ✘ The operating environments of China food safety testing industry (including policies, the development of the global food safety testing market and the operation of international well-known enterprises);
- ✘ Current situation, market supply and demand, competition patterns, development opportunities and trends of China food safety testing industry;
- ✘ Status quo and market segments (dairy products, edible oil, wine and beverages, meat products and aquatic products) of China food industry;
- ✘ Operation and food safety testing business of nine Chinese food safety testing companies (including Centre Testing International, Skyray Instrument, DaAn Gene, Invengo, Tatwah Smartech, Thunisoft, Hangzhou Century, Newland and FPI).

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