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

Global biodegradable plastic production and demand have grown rapidly in recent years, and the capacity reached 1-1.5 million t/a in 2012-2013. Among dozens of biodegradable plastic varieties developed so far, only plastarch material (PSM), poly(lactic acid) (PLA), poly(butylene succinate) (PBS) have realized mass industrial production. In 2013, PSM, PLA and PBS accounted for 87% of the world’s total capacity.

In 2013, demand from Europe and North America, the two main biodegradable plastic markets around the world, for biodegradable plastics accounted for 54% and 28%, respectively. Germany-based BASF, U.S.-based NatureWorks (Thailand’s PTT Chemical paid US$150 million for a 50% stake in NatureWorks in December 2011), Italy’s Novamont as well as the Netherlands-based Purac are the world’s major suppliers of biodegradable plastics, with capacity of 140 kt/a, 140 kt/a, 80 kt/a, 80 kt/a, respectively.

China as one of the world’s important suppliers of biodegradable plastics accounts for about 20% of global production capacity. In 2009-2013, its biodegradable plastic capacity grew at a compound annual growth rate of over 21%. And, under the stimulus of favorable national policies as well as expanding range of applications, many domestic enterprises have embarked on new construction or expansion of biodegradable plastics.

As a leader in domestic plastics industry, Kingfa Sci & Tech Co., Ltd. mainly produces modified plastics, specialty engineering plastics, completely biodegradable plastics, carbon fiber and composite materials, of which, the 30 kt/a PBS and polybutylene succinate adipate (PBSA) has been put into operation in Zhuhai in 2011, the Phase II 90 kt/a PBSA expansion project will be launched. Meanwhile, Kingfa is also increasing intensity of downstream demand expansion. The company has signed biodegradable plastic mulch demonstrative application agreements with Xinjiang Production and Construction Corps, Guizhou, Shandong and other provinces and cities in early 2014.

Wuhan Huali Environment Technology Co., Ltd is a national biodegradable material industrial demonstration base, mainly engaged in PSM, ranking first in China’s biodegradable plastics industry with 40 kt/a PSM in 2013. Besides, the company’s 60 kt/a PSM are under construction, expected to be put into operation by mid-2014.
Global and China Biodegradable Plastics Industry Report, 2013-2016 mainly covers the followings:

※ Supply and demand, product mix, regional structure, competition pattern, development trends of global biodegradable plastics market;
※ Supply and demand, competition pattern, policies, development trends of Chinese biodegradable plastics market;
※ Development status, competition pattern of biodegradable plastic product segments such as PSM, PLA, PHA, PBS;
※ Operation, biodegradable plastics business analysis and development of more than 20 domestic and foreign biodegradable plastics manufacturers.
# Overview of Biodegradable Plastics Industry

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