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.

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
Abstract

Zirconium resources are highly concentrated across the globe. A overwhelming majority of zirconium ore reserves are in the hands of Australia and South Africa which made up 80.96% of the global total in 2013. In 2013, the gross reserves of zirconium ore resources in China hit 500,000 tons, standing at less than 1% of the world’s total, largely spreading in Southeastern coastal regions like Hainan, Guangdong and Guangxi as well as Southwestern regions such as Sichuan and Yunnan. In recent years, China has made continuous efforts in launching uhligite exploitation projects in overseas countries such as Mozambique and Indonesia progressively.
China boasts the world’s largest processing base of primary zirconium. In 2013, 90% zirconium oxychloride and zirconium silicate in the world were produced and processed in China, of which, above 85% were exported to the United States, Japan and Europe for the production of ceramics, zirconium dioxide products and nuclear-grade zirconium sponge.

There are a host of zirconium products enterprises in China, with the most competitive including Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd., Asia Zirconium Limited, Zhejiang Shenghua Biok Biology, JIANGXI KINGAN HI-TECH.CO, LTD.

In 2013, the total zirconium product capacity of Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd., surpassed 70,000 tons, involving 18,000 tons of zirconium silicate, 35,000 tons of zirconium oxychloride, and 7,000 tons of zirconium dioxide. And the annual output value of Zirconia structural ceramics outnumbered RMB100 million. All this made the company become one among the industrial players with strongest core competitiveness. In the same year, Zhejiang Zr-Valley Science & Technology Co Ltd, a holding subsidiary under Zhejiang Shenghua Biok Biology, realized the capacity of 30,000 tons-plus zirconium series products, of which, 90% were marketed in the overseas market.

The report sheds light on the followings:

※ Development of global zirconium industry, including analysis on reserves and output and main suppliers;
※ Development of China zirconium industry, including reserves, output and competition pattern;
※ Development environment of China zirconium industry, including laws and regulations, import and export, etc.;
※ Segmented product markets of China zirconium industry, including analysis on traditional zirconium products market, metal zirconium products and emerging zirconium product market;
1. Overview of the Zirconium Industry
   1.1 Properties of Zirconium Metal
   1.2 Application of Zirconium Products
   1.3 Zirconium Industry Chain

2. Development of Global Zirconium Industry
   2.1 Supply
      2.1.1 Distribution of Reserves
      2.1.2 Distribution of Output
   2.2 Consumption
   2.3 Main Zircon Sand Suppliers Worldwide

3. Development of China Zirconium Industry
   3.1 Supply
      3.1.1 Distribution of Reserves
      3.1.2 Distribution of Output
   3.2 Demand
      3.2.1 Ceramic Industry
      3.2.2 Zirconium Chemical Industry
      3.2.3 Refractory Materials
   3.3 Consumption
      3.3.1 Consumption Structure
      3.3.2 Price of Zircon Sand
   3.4 Competition Pattern
   3.5 Management System of China Zirconium Industry
   3.6 Main Laws and Regulations on China Zirconium Industry
   3.7 Development Trend of China Zirconium Industry

4. Development of Segmented Products in China Zirconium Industry
   4.1 Traditional Zirconium Products
      4.1.1 Zirconium Silicate
      4.1.2 Zirconium Oxychloride
      4.1.3 Zirconium Dioxide
   4.2 Metal Zirconium Products
   4.3 New Zirconium Products
      4.3.1 Composite Zirconia
      4.3.2 Nano-composite Zirconia

5. Import & Export of Zirconium Products in China
   5.1 Import
   5.2 Export

6. Key Chinese Zirconium Product Enterprises
   6.1 Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd.
      6.1.1 Profile
      6.1.2 Operation
      6.1.3 Revenue Structure
      6.1.4 Gross Margin
      6.1.5 Zirconium Business
      6.1.6 Business Prospects
   6.2 Sino Dragon New Energy Holdings Limited
      6.2.1 Profile
   6.3 Zhejiang Shenghua Biok Biology
   6.4 JIANGXI KINGAN HI-TECH.CO, LTD.
   6.5 Huashen Titanium Industry
   6.6 Jinzhou Metal
      6.6.1 Profile
      6.6.2 Operation
   6.7 Zibo Guangtong Chemical Co., Ltd.
      6.7.1 Profile
      6.7.2 Operation
   6.8 Shandong Shenzhou Zirconium Industry
      6.8.1 Profile
      6.8.2 Operation
   6.9 Aohan China Titanium Industry
      6.9.1 Profile
      6.9.2 Operation
   6.10 Other Enterprises
      6.10.1 Shanghai Gaotai
      6.10.2 State Nuclear Baoti Zirconium Industry

7. Conclusion and Forecast
   7.1 Conclusion
   7.2 Forecast
Main Application of Zirconium Products
Flow Chart of Zirconium Industry Chain
Reserve Distribution of Zirconium Resources Worldwide, 2013
Output Distribution of Zircon Sand Worldwide, 2013
Consumption Structure of Zircon Sand Worldwide by Region, 2013
Main Zircon Sand Suppliers Worldwide, 2013
Output and Sales Volume of Zircon Sand of ILUKA, 2008-2013
Output of Zircon Sand in China, 2008-2013
Demand Structure of Zircon Sand in China, 2012
Ceramic Tile Output in China, 2008-2013
Sanitary Ware Output in China, 2008-2013
Price of Zircon Sand in Australia, 2011-2013
Average Monthly Price of Zircon Sand in Hainan, 2013
Leading Zirconium Product Enterprises in China
Major Policies about the Development of China Zirconium Industry
Capacity Distribution of Zirconium Silicate in China, 2013
Zirconium Silicate Prices (Tax Inclusive) in China, 2012-2013
Zirconium Silicate Sales Volume in China, 2010-2013
Capacities of Main Zirconium Oxychloride Enterprises in China, 2013
Export Volume of Zirconium Oxychloride in China, 2008-2013
Export Volume of Zirconium Dioxide in China, 2008-2013
Capacities of Main Zirconium Dioxide Enterprises in China, 2013
Metal Zirconium Output in China, 2008-2013
Available Nuclear-Grade Zirconium Sponge Capacity Planning of Major Enterprises in China, 2013
Demand for Nuclear-Grade Zirconium Sponge in China, 2000-2016E
• Capacities of Main Nano-Composite Zirconia Enterprises Worldwide, 2013
• Zircon Sand Import Volume in China, 2006-2013
• Imports % of Zircon Sand (by Countries) in China, 2013
• Export Volume of Zirconium Chemicals in China, 2008-2013
• Export Volume of Metal Zirconium and Metal Zirconium Products in China, 2008-2013
• Capacities of Main Zirconium Products of Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd., 2013
• Revenue and Net Income of Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd., 2008-2013
• Revenue of Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd. by Product, 2010-2013
• Revenue of Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd. by Region, 2010-2013
• Gross Margin of Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd. by Product, 2010-2013
• Revenue and Net Income of Subsidiaries under Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd., 2013
• Revenue and Net Income of Guangdong Orient Zirconic Ind Sci & Tech Co., Ltd., 2012-2016E
• Revenue and Net Income of Asia Zirconium Limited, 2008-2013
• Revenue of Asia Zirconium Limited by Business Division, 2010-2013
• Revenue and Net Income of Zhejiang Shenghua Biok Biology, 2008-2013
• Revenue of Zhejiang Shenghua Biok Biology by Product, 2010-2013
• Gross Margin of Zhejiang Shenghua Biok Biology by Product, 2010-2013
• Revenue and Net Income of Zhejiang Zr-Valley Science & Technology Co Ltd, 2010-2013
• Capacities of Main Zirconium Products of JIANGXI KINGAN HI-TECH.CO, LTD., 2013
• Gross Industrial Output Value of JIANGXI KINGAN HI-TECH.CO, LTD., 2007-2013
• Revenue and Operating Income of Huashen Titanium Industry, 2009-2013
• Revenue of Zibo Guangtong Chemical Co., Ltd., 2008-2013
• Revenue and YoY Growth Rate of Main Zirconium Products Enterprises in China, 2013
• Zircon Sand Output in China and the World, 2010-2016E
• Zircon Sand Output in China and the World, 2010-2016E
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