

**China Aquaculture Industry Report,  
2014-2017**

**Jul. 2014**

## 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

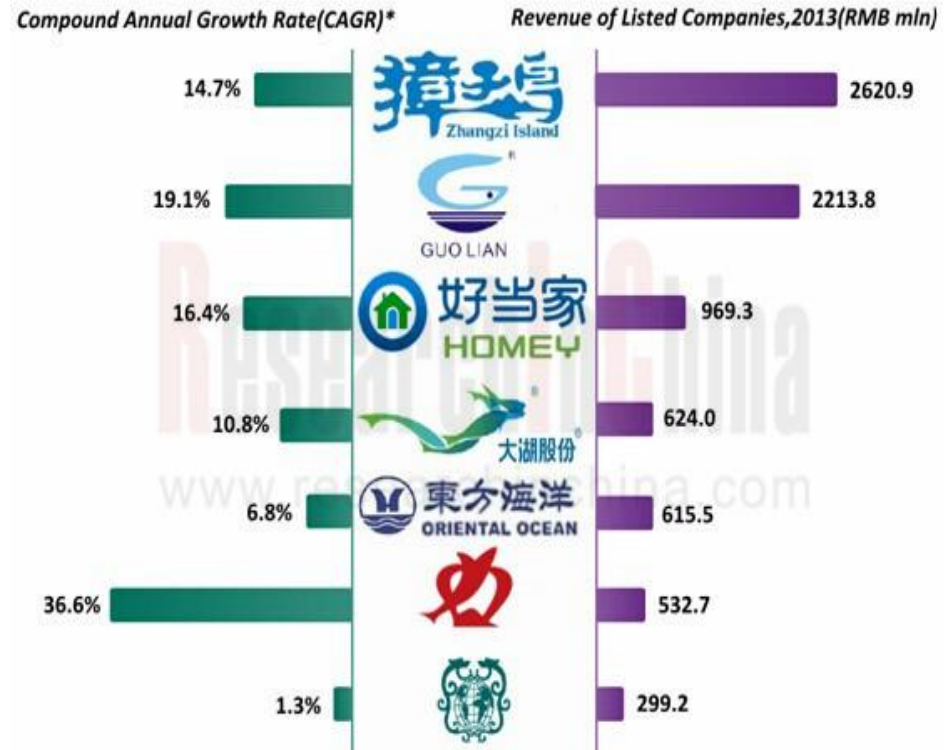
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

China's aquaculture crop maintained steady growth during 2007-2012, with that of Seawater Aquaculture products and freshwater aquaculture products recording a CAGR of about 4.7% and 6.1%, respectively. In 2013, China's aquaculture crop saw a year on year rise of 5.9% and reached 45.4168 million tons. The middle and high-end products like abalone, sea cucumber, white shrimp and tilapia developed rapidly, wherein the crop of abalone and sea cucumber achieved a CAGR of above 10% each over the past five years. With advancement of aquaculture technologies and improvement of people's consumption level, it is expected that China's aquaculture area and crop will keep a rapid growth rate during 2014-2017.

Despite a net importer of aquatic products, China has a trade surplus, which has swelled rapidly since the year 2010, due to significantly higher average export price than average import price. In 2013, the import and export prices of aquatic products in China attained to USD 2,071/t and USD 5,118/t, respectively.

### Revenue and Growth Rate of Major Aquaculture Enterprises in China



\*Companies' CAGRs are worked out in light of data in 2009-2013.

Source: China Aquaculture Industry Report, 2014-2017; ResearchInChina

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China's aquaculture industry is mostly distributed in eastern riverside and coastal provinces, with main ones having developed their own unique products. Among them, Shandong is the most developed province in Seawater Aquaculture, with its Seawater Aquaculture crop amounting to 4.566 million tons in 2013, a year-on-year increase of 4.7% and ranking first as concerns the crop of *Penaeus japonicus*, mussel, sea cucumber, sea urchin and other products in the country. Hubei is the most developed province in freshwater aquaculture, with its freshwater aquaculture crop reaching 4.104 million tons in 2013, up 11.6% from a year earlier, and the crop of *Procambarus clarkii* accounting for more than 50 % of the national total.

There are numerous practitioners in Chinese aquaculture industry, and most of them are self-employed farmers. However, the aquaculture companies, especially middle and high-end aquatic product farming ones, like Zhangzidao Group Co., Ltd., Dalian Yiqiao Marine Seeds Co., Ltd., Zhanjiang Guolian Aquatic Products Co., Ltd. and Shandong Homey Aquatic Development Co., Ltd. are leading the way in the market by virtue of their advantages in farming waters, brand building, marketing channel, etc.

Zhangzidao Group is a model that aggressively expands e-commerce channel in China's aquaculture industry. On April 26, 2014, Zhangzidao Group and JD Group signed a strategic cooperation agreement to promote fresh seafood on JD's online marketing platform. Later on July 7, Zhangzidao Group's first e-commerce company- Zhangzidao Water World (Shanghai) Network Technology Co., Ltd. was established and opened.

Zhanjiang Guolian Aquatic Products Co., Ltd strengthens its brand construction through M&As overseas. In 2013, the company completed layout of marketing, logistics and service networks for its products in northern California, USA by integrating end consumer networks of SSC (which was purchased in 2012) in the United States. So far, apart from original three brands of SSC, the company has fostered three own brands, namely, "O'good", "O'fresh" and "Icook", thus breaking the limitation for product development brought about by the previous single OEM orders.

Boosted by aquaculture industry, the upstream and downstream sectors like aquatic feed, warehousing and logistics and aquatic products processing maintained growth as a whole except a decelerated aquatic drug sector during 2006-2013. It is expected that, during 2014-2017, aquatic feed penetration will improve steadily and drive a relatively rapid growth of aquatic feed industry. Meanwhile, China aquatic product processing industry will continue to rely on foreign markets.

China Aquaculture Industry Report, 2014-2017 by ResearchInChina focuses on the following:

- ⇒ Policy environment, output, demand, import and export and competitive landscape of China aquaculture industry;
- ⇒ Output, product mix, means of breeding, upstream and downstream and development prospects of China's aquaculture market;
- ⇒ Major regions and products of China aquaculture industry;
- ⇒ Operation of 15 Chinese aquaculture and processing companies.

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