



**China Cold Chain Logistics Industry Report,  
2016-2020**

**Mar. 2016**

## **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

With the growth of China's economy over the past decade, the residents' food consumption structure has experienced constant adjustment, a situation that led to a rising demand for food cold chain. Moreover, the government at all levels has poured more funds into the construction of cold-chain infrastructure in an attempt to spur the rapid development of cold chain logistics. In 2005, China's cold chain logistics industry scale was only RMB41.7 billion, but by 2015, the figure surged to RMB158.3 billion, registering a CAGR of up to 14.3%.

Although China has built a certain foundation in cold chain logistics in the past decade, the cold chain logistics industry in the country is still in its infancy because of poor infrastructure, imperfect logistics system, and low degree of marketization. In future, with the continuous advancement of urbanization, the cold chain policy environment tends to be clearer, and hence the rise of fresh food e-commerce and the ongoing financial innovation would further drive the development of cold chain logistics industry. We project that by 2020 the cold chain logistics market size in China will reach RMB347.9 billion, with an estimated CAGR of 17.1% during 2015-2020.

In China, the cold chain logistics demand comes mainly from five kinds of agricultural products including meat, aquatic products, frozen food, fruits & vegetables, and dairy products. In 2015, the cold chain circulation of these products reached 332.24 million tons, up 15.55% year on year, and it is anticipated that by 2020 the market size will hit 597.8 million tons, registering an estimated CAGR of 12.47%. By cold chain circulation, the fruit & vegetable cold chain constitutes the largest market segment; the cold chain demand from aquatic products is growing rapidly. As the cold chain technologies become more mature, the two kinds of products will hold larger market share. Additionally, pharmaceutical products, especially vaccines, blood products and diagnostic reagents, will become an important growth area of cold chain logistics.

The competitive landscape for cold chain logistics industry chains is reflected in the following:

In terms of logistics operation, most cold chain logistics enterprises often operate both cold storage and cold-chain transportation business. For example, the enterprises like Xianyi Holding, Swire Cold Chain Logistics, and Zheng Ming Modern Logistics not only take the lead in cold storage capacity in China, but also have strong transport capacity.

With regard to cold storage, the cold storages in China are unevenly distributed, with low market concentration. According to the data released by Cold Storage Branch of CAWS, the top 10 cold storage operators had a combined volume of 9.3 million cubic meters in 2014, accounting for a market share of around 10.5%; the volume of the top 30 cold storage operators held an aggregate of 15.31 million cubic meters, occupying a 17.3% market share. The typical enterprises, including Henan Xianyi Supply Chain, Swire Cold Chain Logistics, and CMAC, have large cold storage networks across China.

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In terms of refrigerated truck, the major enterprises involve Foton, JAC, Dongfeng Motor, Qingling Motors, and FAW, etc., of which Foton and JAC ranked among the top 2 in the sales volume of light-duty and medium-duty refrigerated trucks, and Dongfeng Motor and FAW take the lead in the sales volume of heavy-duty refrigerated trucks.

As for refrigeration equipment, Yantai Moon and Dalian Refrigeration had a duopoly in the large refrigeration equipment. Snowman Co., Ltd has targeted cold chain logistics market, hoping to extend its industry chain.

## Key Cold Chain Logistics Enterprises in China by Industry Chain

Industry Chain	Key Enterprises
Cold Storage	Xianyi Holding, Swire Cold Chain Logistics, Zheng Ming Modern Logistics, CMAC, Chengdu Silver Plow, Jinjiang International, Liaoyu Group, and Gaishi International Logistics, etc.
Refrigerated truck	Foton, JAC, Dongfeng Motor, Qingling Motors, FAW, Bingxiong, China International Marine Containers Group, KF Mobile Systems, Zhenjiang Feichi Automobile Group, Hubei ChengLi Special Purpose Vehicle, and JMC, etc.
Refrigeration Equipment	Dalian Refrigeration, Yantai Moon, Guangzhou Baier Cold-Chain Polyurethane Science & Technology, and Zhengzhou Kaixue Cold Chain, etc.
Cold Chain Logistics Operation	Xianyi Holding, Swire Cold Chain Logistics, Zheng Ming Modern Logistics, CMAC, Wuhan Wandun Cold Storage Logistics, and Gaishi International Logistics, etc.

Source: ResearchInChina

The report mainly deals with the following:

- Overview of cold chain logistics industry, including definition, classification, composition structure, industry chain, market characteristics, business model, and industry policies, etc;
- Overview of China's cold chain logistics market, including market size, market demand, competitive landscape, market structure, and development prospects as well as analysis of the Yangtze River Delta, the Pearl River Delta and the Beijing-Tianjin-Hebei region;
- Cold chain logistics market segments, including the market features and demand in meat, fruits & vegetables, frozen rice & flour, aquatic products, and dairy products, etc.;
- Cold Storage market analysis, including market profile, overall capacity, regional analysis, competitive pattern and market forecast;
- Refrigerated truck market analysis, including market profile, overall capacity, regional analysis, competitive pattern, and market forecast;
- 20 cold chain operators, involving profile, operation, revenue structure, R&D costs, cold chain business, and development strategy, etc.;
- 17 refrigerated truck and cold chain equipment manufacturers, covering profile, operation, revenue structure, R&D costs, cold chain equipment business, and development strategy, etc.

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