



艾凯咨询  
ICAN Consulting

# 预售：China Fruit Juice

## 一、调研说明

《预售：China Fruit Juice》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

报告主要可分为四大部分，首先，报告对本行业的特征及国内外市场环境进行描述；其次，是本行业的上下游产业链，市场供需状况及竞争格局从宏观到细致的详尽剖析，接着报告中列出数家该行业的重点企业，分析相关经营数据；最后，对该行业未来的发展前景，投资风险给出指导建议。相信该份报告对您把握市场脉搏，知悉竞争对手，进行战略投资具有重要帮助。

官方网址：<https://www.icandata.com/view/40576.html>

报告价格： 纸介版9000元 电子版9000元 纸介版+电子版9200元

订购电话： 400-700-0142 010-80392465

电子邮箱： sales@icandata.com

联系人： 刘老师

特别说明：本PDF目录为计算机程序生成，格式美观性可能有欠缺；实际报告排版规则、美观。

## 二、摘要、目录、图表

【 Description 】

2007 is a prosperous year to China fruit juice and beverage industry. Three parties mainly shared the market, which are domestic famous companies taking Huiyuan and Wahaha as leading brands, Taiwan enterprises, such as Uni-President Group and Dingxin Group, also multinational group, Coca-Cola and Pepsi. Now domestic market is occupied by some famous brands, i.e, Wahaha, Huiyuan, Nongfu Juices, President Orange juice, Minute Maid orange juice and Qoo.

Due to the rising cost of raw material, transportation and packaging, both producers and dealers lost profit. In addition, current juices and beverage have no special trait, causing shrinking market coverage. Therefore, the important keys to be the leader in fruit juice and beverage market with fierce competition are to grasp industry development, follow market development trend and search diversity operation.

In this report, it will make an in-depth analysis on 2007 China fruit juice and beverage industry on the basis of policy environment, market demand, material supply, production and sales situation in key regions, research on leading enterprises and competition structure. Also it will estimate and explore the future trend of 2008 China fruit juice and beverage industry according to the industry development and professional experiences, by which to respond the questions insiders required as followed:

- 1 How will it gain profit in 2008 China fruit juice and beverage industry?
- 2 How much potential will fruit juice & beverage demand grow further in 2008?
- 3 What is the supply capability in up-stream supply chain in 2008?
- 4 What is the prospect of cost and returns in the processing and marketing process of fruit juice & beverage in 2008?
- 5 What is the development strategy among leading enterprises in China?
- 6 What is the prospect of fruit juice & s beverage market in China influenced by the factors of policy environment, market demand, material supply as well as cost & returns?

Herein we really appreciate relevant departments and associations because of the precious data and

information they provide, such as, National Statistics Bureau, China Customs, Ministry of Commerce, National Development Research Center, State Information Center, Ministry of Agriculture, China Beverage Industry Association, China Food Industry Association, National Commercial Information Center and China IRN, relevant newspapers, magazines as well as research parties. We hope the report will be a great valuable reference for producers, research parties and dealers to learn the industry development and grasp market opportunities as to make future strategies.

## [[ Contents ]]

### 1 Policy Environment of Fruit Juice & Beverage Industry in China

#### 1.1 Overview of International Fruit Juice & Beverage Industry

##### 1.1.1 General Situation of International Fruit Juice & Beverage Industry

##### 1.1.2 Current Situation and Characteristics of Market

##### 1.1.3 Market Situation of Major Countries

#### 1.2 Analysis of Policy Environment of China Fruit Juice & Beverage Industry

##### 1.2.1 Product Processing Policies

##### 1.2.2 Imp & Exp Policies of Product

##### 1.2.3 Prospect of Future Policies

#### 1.3 Analysis of Macro Environment of 2007 Fruit Juice & Beverage Industry

##### 1.3.1 Analysis of International Economic Situation

##### 1.3.2 Analysis of Domestic Economic Situation

##### 1.3.3 Analysis of Commercial Situation both at Home and Abroad

##### 1.3.4 Analysis of Consumption Capability of Chinese Residents

### 2 Demands in China Fruit Juice & Beverage Market

#### 2.1 Analysis of Demand in China Fruit Juice & Beverage Market, 2007

##### 2.1.1 Comparison of Demand Structure between Rural and Urban Areas

##### 2.1.2 Comparison of Demand Structure between Different Regions

##### 2.1.3 Comparison of Demand Structure between Different Products

#### 2.2 Analysis of Key Varieties in China Fruit Juice & Beverage Market, 2007

##### 2.2.1 Analysis of 100% Fruit Juice & Beverage Market, 2007

2.2.2 Analysis of Low Consistency Fruit Juice & Beverage Market, 2007

2.2.3 Analysis of Concentrated Fruit Juice & Beverage Market, 2007

2.2.4 Analysis of Vegetable Juice Market, 2007

2.3 Analysis of Demands in Regional Markets

2.3.1 Analysis of Demand Capability of Main Markets

2.3.2 Analysis of Development Level of Main Markets

2.3.3 Analysis of Consumption Concept and Behavior of Main Markets

2.4 Analysis of Influential Factors of Demand

2.4.1 Advertisement

2.4.2 Packaging

2.4.3 Price

2.4.4 Distribution Place

3 Analysis of Supply Chain of Up-Stream Fruit Juice & Beverage Industry in China

3.1 Analysis of Fruit Supply in 2007

3.1.1 Fruit Production in China, 2002-2007

3.1.2 Price Change of Fruits in China, 2007

3.1.2 Imp & Exp of Fruits in China, 2007

3.2 Analysis of Apple Supply in 2007

3.2.1 Apple Production in China, 2002-2007

3.2.2 Price Change of Apple in China, 2007

3.2.3 Imp & Exp of Apple in China, 2007

3.3 Analysis of Orange Supply in 2007

3.3.1 Orange Production in China, 2002-2007

3.3.2 Price Change of Orange in China, 2007

3.3.3 Imp & Exp of Orange in China, 2007

3.3.4 Imp & Exp of Concentrated Orange Juice in China, 2007

3.4 Analysis of Other Fruits and Vegetable Supply in 2007

3.4.1 Supply Capability of Other Fruits and Vegetable in China, 2002-2007

3.4.2 Demand Potential of Other Fruits and Vegetable in China, 2002-2007

3.5 Analysis of Process Capability of Fruits and Vegetable Supply in 2007

3.5.1 Process Scale of Fruits and Vegetable in China, 2007

3.5.2 Process Technology of Fruits and Vegetable in China, 2007

3.5.3 Estimations of Process Trend of Fruits and Vegetable in China, 2008

4 Analysis of Supply in China Fruit Juice & Beverage Market, 2007

4.1 General Analysis of Fruit Juice Production in China, 2007

4.2 Analysis of Fruit Juice Production by Regions, 2007

4.2.1 Production Scale by Regions, 2007

4.2.2 Features of Fruit Juice Producing Regions, 2007

4.3 Analysis of Fruit Juice Production by Varieties, 2007

4.3.1 Analysis of 100% Fruit Juice Output, 2002-2007

4.3.2 Analysis of Low Consistency Fruit Juice Output, 2002-2007

4.3.3 Analysis of Concentrated Fruit Juice Output, 2002-2007

4.3.4 Analysis of Vegetable Juice Output, 2002-2007

4.4 Imp & Exp of Major Products in 2007

4.4.1 Analysis of Imp & Exp Data in 2007

4.4.2 Analysis of Imp & Exp Structure in 2007

4.4.3 Analysis of Imp Source in 2007

4.4.4 Analysis of Exp Flow in 2007

4.5 New Program and Expanded Program of Main Products in 2007

5 Analysis of Competition in China Fruit Juice & Beverage Market, 2007

5.1 Changing Trend of Fruit Juice & Beverage Market, 2007

5.2 Analysis of Features of China Fruit Juice & Beverage Market, 2007

5.2.1 More Profit of Fruit and Vegetable Beverage than Carbonated Beverage

5.2.2 A Blooming Situation in Domestic Market with Foreign Investment

5.2.3 Beverage Enterprises Enhancing Financing Level

5.2.4 Market Witnessing a General Trend of Rising Price

5.2.5 Low Consistency Beer Sharing Beverage Market

5.3 Analysis of Competition in Key Regions, 2007

5.3.1 Analysis of Competition in Key Producing Regions, 2007

5.3.2 Analysis of Competition in Key Distribution Regions, 2007

5.4 Analysis of Brand Competition in China Fruit Juice & Beverage Market, 2007

5.4.1 Market Share of Segment Fruit Juice & Beverage Market, 2007

5.4.2 Market Share of Key Beverage Enterprises, 2007

6 Analysis of Competitors in China Fruit Juice & Beverage Industry, 2007

6.1 General Analysis of China Soft Drink Industry, 2007

6.2 Analysis of Production Competition

6.2.1 Comparison of Production Conditions

6.2.2 Analysis of Production Technology

6.3 Analysis of Market Competition

6.3.1 Comparison of Market Situation

6.3.2 Comparison of Market Demand and Growing Potential

6.4 Comparison of Profit-Generation Capability

6.5 Comparison of Enterprise Competition Capability

6.6 Comparison of Product Competition Capability

6.7 Integrated Estimation of Competition Capability of Fruit Juice & Beverage Industry with Other Soft Drinks Industry

7 Analysis of Leading Enterprises in Fruit Juice & Beverage Industry in China

7.1 Analysis of Advantages & Disadvantages in Producing & Marketing Areas in 2007

7.1.1 Analysis of Advantages & Disadvantages in Producing Areas

7.1.2 Analysis of Advantages & Disadvantages in Marketing Areas

7.1.3 Comparative Analysis of Economic Profit in Producing & Marketing Areas

7.1.4 Prospect of Location of Producing & Marketing Areas

7.2 Analysis of Advantages & Disadvantages of Enterprise Operation in 2007

7.2.1 Analysis of Advantages & Disadvantages of large-Scale Enterprises

7.2.2 Analysis of Advantages & Disadvantages of Small-Scale Enterprises

7.2.3 Estimation of Scale Operation by Enterprises

7.3 Hangzhou Wahaha Group

7.3.1 Enterprise Introduction

7.3.2 Operation Scale

7.3.3 Financing and Operation Conditions

7.3.4 Development Program of Wahaha

## 7.4 Coca-Cola

### 7.4.1 Enterprise Introduction

#### 7.4.2 Operation Scale

#### 7.4.3 Development Situation in China

#### 7.4.4 Financing and Operation Conditions

#### 7.4.5 Development Program of Coca-Cola

## 7.5 Beijing Huiyuan Group

### 7.5.1 Enterprise Introduction

#### 7.5.2 Operation Scale

#### 7.5.3 Financing and Operation Conditions

#### 7.5.4 Development Program of Huiyuan

## 7.6 Taiwan Uni-President Group (Reference to 7.1)

## 7.7 Taiwan Dingxin (Master Kang) Group (Reference to 7.1)

## 7.8 Yantai North ANDRE Co.,Ltd (Reference to 7.1)

## 7.9 SDIC Zhonglu Fruit Juice Co.,Ltd (Reference to 7.1)

## 7.10 Shaanxi Haisheng Juice Holdings Co.,Ltd (Reference to 7.1)

## 8 Estimations on Future Trend of China Fruit Juice & Beverage Industry in 2008

### 8.1 Estimations on Supply Capability of Up-Stream Fruit Juice & Beverage Industry in 2008

#### 8.1.1 Estimations on Material Supply Volume in 2008

#### 8.1.2 Estimations on Future Trend of Material Price in 2008

### 8.2 Estimations on Fruit Juice Supply in 2008

#### 8.2.1 Estimations on Fruit Juice Output in 2008

#### 8.2.2 Estimations on Major Fruit Juice Producing Regions in 2008

### 8.3 Estimations on China Fruit Juice & Beverage Market in 2008

#### 8.3.1 Estimations on Scale of China Fruit Juice & Beverage Market in 2008

#### 8.3.2 Estimations on Demand of China Fruit Juice & Beverage Market in 2008

#### 8.3.3 Analysis of Domestic Segment Market and Its Trend

### 8.4 Estimations on Competition Pattern in 2008(Product, Price, Brand, etc)

#### 8.4.1 Estimations on Changes of Market Share

#### 8.4.2 Estimations on Changes of Brand Concentration

#### 8.4.3 Estimations on Changes of Market Penetration in Key Regions

## 8.5 Estimations on Price Change in China Fruit Juice & Beverage Market in 2008

### 8.5.1 Influential Factors of Price Change

### 8.5.2 Estimations on Price Trend in China Fruit Juice & Beverage Market in 2008

## 8.6 Risk and Investment Proposals in China Fruit Juice & Beverage Industry

### 8.6.1 Impelling Force in the Development of Fruit Juice & Beverage Processing Industry

### 8.6.2 Negative Factors in the Development of Fruit Juice & Beverage Processing Industry

### 8.6.3 Long-Term Repayable Capability and Profit-Generation Capability

### 8.6.4 Investment Proposals

## 9 Comments on Ten Events of Chinese Soft Drinks Industry in 2007

### Tables and Figures

#### 1 Retail Volume in Fruit Juices & Drinks Market in U.S., 2002-2007

#### 2 Retail Sales in Fruit Juices & Drinks Market in U.S., 2002-2007

#### 3 Retail Volume in Fruit Juices & Drinks Market in Japan, 2002-2007

#### 4 Retail Sales in Fruit Juices & Drinks Market in Japan, 2002-2007

#### 5 Consumption Volume of Fruit Juices & Drinks in China, 2002-2007

#### 6 Consumption Situation of Fruit Juices & Drinks in China, 2007

#### 7 Consumption Structure of Fruit Juices & Drinks in China, 2007

#### 8 Fruit Yield & Planting Areas, 2002-2007

#### 9 Estimations of Fruit Yield & Planting Areas, 2008-2012

#### 10 Import Volume of Fruits in China, 2002-2007

#### 11 Export Volume of Fruits in China, 2002-2007

#### 12 Apple Output in China, 2002-2007

#### 13 Import Volume of Apple in China, 2002-2007

#### 14 Export Volume of Apple in China, 2002-2007

#### 15 Orange Output in China, 2002-2007

#### 16 Import Volume of Orange in China, 2002-2007

#### 17 Export Volume of Orange in China, 2002-2007

#### 18 Tomato Output in China, 2002-2007

#### 19 Import & Export Volume of Tomato in China, 2002-2007

#### 20 Peach Output in China, 2002-2007

- 21 Import & Export Volume of Peach in China, 2002-2007
- 22 Fruit Juice Output in China, 2002-2007
- 23 Fruit Juice Output by Regions in China, 2007
- 24 Fruit Juice Output by Varieties in China, 2007
- 25 Volume & Value of Concentrated Apple Juice Exports in China, 2002-2007
- 26 Proportions of Export Destination Countries for Concentrated Apple Juice in China, 2007
- 27 Volume & Amount of Frozen Orange Juice Exports in China, 2002-2007
- 28 Proportions of Export Destination Countries for Frozen Orange Juice in China, 2007
- 29 Trend of Market Price of Concentrated Apple Juice, 2002-2007
- 30 Estimations of Market Price of Concentrated Apple Juice, 2008-2012
- 31 Trend of Market Price of Concentrated Orange Juice, 2002-2007
- 32 Estimations of Market Price of Concentrated Orange Juice, 2008-2012
- 33 Comparison of Production Scale between Fruit Juices & Drinks and Other Competitive Beverage
- 34 Comparison of Distribution Scale between Fruit Juices & Drinks and Other Competitive Beverage
- 35 Comparison of Economic Index between Fruit Juices & Drinks and Other Competitive Beverage
- 36 Comparison of Competition Potential between Fruit Juices & Drinks and Other Competitive Beverage
- 37 Yield of Fruit Juices & Drinks of Wahaha, 2007
- 38 Statistics of Economic Index Items of Wahaha, 2007
- 39 Yield of Fruit Juices & Drinks of Coca-Cola, 2007
- 40 Statistics of Economic Index Items of Coca-Cola, 2007
- 41 Yield of Fruit Juices & Drinks of Huiyuan, 2007
- 42 Import Volume of Orange Juice by Country in Huiyuan, 2007
- 43 Statistics of Economic Index Items of Huiyuan, 2007
- 44 Yield of Fruit Juices & Drinks of Taiwan Uni-President, 2007
- 45 Statistics of Economic Index Items of Taiwan Uni-President, 2007
- 46 Yield of Fruit Juices & Drinks of Taiwan Dingxin, 2007
- 47 Export Volume of Apple Juice by Country in Taiwan Dingxin, 2007
- 48 Statistics of Economic Index Items of Taiwan Dingxin, 2007
- 49 Yield of Fruit Juices & Drinks of ANDRE, 2007

- 50 Export Volume of Apple Juice by Country in ANDRE, 2007
- 51 Statistics of Economic Index Items of ANDRE, 2007
- 52 Yield of Fruit Juices & Drinks of SDIC Zhonglu, 2007
- 53 Export Volume of Apple Juice by Country in SDIC Zhonglu, 2007
- 54 Statistics of Economic Index Items of SDIC Zhonglu, 2007
- 55 Yield of Fruit Juices & Drinks of Shaanxi Haisheng, 2007
- 56 Export Volume of Apple Juice by Country in Shaanxi Haisheng, 2007
- 57 Statistics of Economic Index Items of Shaanxi Haisheng, 2007

详细请访问：<https://www.icandata.com/view/40576.html>

### 三、研究方法

- 1、系统分析方法
- 2、比较分析方法
- 3、具体与抽象方法
- 4、分析与综合方法
- 5、归纳与演绎方法
- 6、定性分析与定量分析方法
- 7、预测研究方法

### 四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

行业企业及上、下游企业的季报、年报和其它公开信息；

各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

中华人民共和国国家统计局 <http://www.stats.gov.cn>

中华人民共和国国家工商行政管理总局 <http://www.saic.gov.cn>

中华人民共和国海关总署 <http://www.customs.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

中国证券监督管理委员会 <http://www.csrc.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

世界贸易组织 <https://www.wto.org>

联合国统计司 <http://unstats.un.org>

联合国商品贸易统计数据库 <http://comtrade.un.org>

## 五、关于艾凯咨询网

艾凯咨询网（[www.icandata.com](http://www.icandata.com)）隶属艾凯咨询集团（北京华经艾凯企业咨询有限公司），艾凯咨询集团专注提供大中华区产业经济情报，为企业商业决策赋能，是领先的市场研究报告和竞争情报提供商

艾凯咨询集团为企业专业提供投资咨询报告、深度研究报告、市场调查、统计数据等。艾凯咨询网每天更新大量行业分析报告、图表资料、竞争情报、投资情报等，为用户及时了解迅速变化中的世界和中国市场提供便利，为企业商业决策赋能。

### 研究力量

高素质的专业的研究分析团队，密切关注市场最新动向。在多个行业，拥有数名经验丰富的专业分析师。对于特定及专属领域，我们有国内外众多合作研究机构，同时我们聘请数名行业资深专家顾问，帮助客户分清市场现状和趋势，找准市场定位和切入机会，提出合适中肯的建议，帮助客户实现价值，与客户一同成长。

## 我们的优势

权威机构 艾凯咨询集团二十年深厚行业背景;  
数量领先 囊括主流研究报告和权威合作伙伴;  
服务齐全 促销、推荐指数、积分、网上支付等;  
良好声誉 广泛知名度、满意度, 众多新老客户。