

Note: Key data/information in this sample page is hidden, while in the report it is not.

## 1 Apparent consumption analysis

### 1.1 Apparent consumption of sugar alcohols

From 2006 to 2010, total apparent consumption of sorbitol, maltitol, mannitol, xylitol and erythritol in China increases from ■ tonnes to ■ tonnes, with CAGR of ■%.

In 2010, three of the most common sugar alcohols in China are syrup sorbitol (70%), syrup maltitol (75%) and xylitol, taking up market shares of ■%, ■%, and ■% by apparent consumption volume respectively.

## 2 Consumption pattern of sugar alcohols in China, 2009-2010

### 2.1 Overview, 2009-2010

In general, sugar alcohols can be used in food, pharmaceuticals, daily health products, etc. In 2010, ■ tonnes of sugar alcohols are used in China. Vitamin C, toothpaste and baked food are the top three consumption fields, with total consumption volume reaching ■ tonnes, accounting for ■% of the total in China.

Table 2.1-1 Consumption pattern of major sugar alcohols by volume in China, 2010

Application fields	Sorbitol	Maltitol	Mannitol	Xylitol
Sugar-free chewing gum	■	■	■	■
Baked food	■	■	■	■
Candy	■	■	■	■
Beverage	■	■	■	■
Vitamin C	■	■	■	■
Injection	■	■	■	■
Toothpaste	■	■	■	■
Pharmaceuticals	■	■	■	■
Cosmetics	■	■	■	■
Others	■	■	■	■
<b>Total</b>	■	■	■	■

Source: CCM International

### 2.2 Sugar alcohols' application in difference end-use segments, 2010

#### 2.2.1 Sugar-free chewing gum

- Introduction of sugar-free chewing gum segment

Sugar-free chewing gum usually adds many kinds of sugar alcohols such as sorbitol, xylitol,

mannitol and maltitol, since they can be used as sweeteners without any risks of tooth decay.

Currently, there are over █ brands of chewing gum in China; sugar-free chewing gum is one of the two categories.

Global financial crisis has impacted Chinese chewing gum industry since 2008. Its chewing gum output decreased from █ tonnes in 2008 to █ tonnes in 2009. However, it climbs to about █ tonnes in 2010 with the gradual subsiding of impact of the financial crisis.

Sugar-free chewing gum industry developed fast in China in the past few years. Its market share in chewing gum industry was only █% in 2001, but rose to █%, █% and █% from 2004 to 2006 respectively. The rate even increases to about █% in 2010. Output of sugar-free chewing gum in China increases from █ tonnes in 2006 to █ tonnes in 2010, with CAGR of █% during this period.

### 3 Product information of leading players

#### 3.1 Shandong Lvjian Biological Technology Co., Ltd.

##### 3.1.1 Product information

In 2010, the major sugar alcohols of Shandong Lvjian are xylitol and maltitol.

Table 3.1.1-1 Product information of Shandong Lvjian, 2010

Product		Capacity (t/a)	Output (t)
Xylitol		█	█
Maltitol	Crystalline	█	█
	Syrup (75%)	█	█

Source: CCM International