

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

2.1 Current production situation of DHA

There are two sources of DHA in China: fish oil and microalgal oil.

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In 2011, there are only XXXX active producers of fish oil for human in China with total capacity of XXXX. The largest one is XXXX by output. China's output of fish oil for human increases from XXXX tonnes in 2009 to estimated XXXX tonnes in 2011 with a CAGR of XXXX during this period. XXXX, the output is XXXX by the XXXX of fish resources.

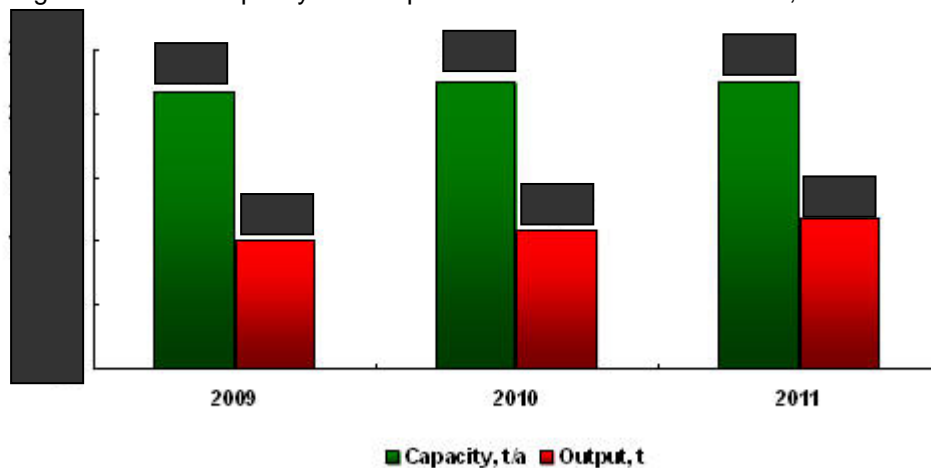
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Currently, there are XXXX active producers of microalgal DHA oil in China with total capacity of XXXXt/a in 2011. Owing to small additive amount in foods, the production scale of microalgal DHA is XXXX. The largest producer, XXXXXXXXXXXX Co., Ltd. (XXXX), has a capacity of XXXXt/a in 2011. And the entire national output of microalgal DHA increases from XXXX tonnes in 2007 to XXXX tonnes in 2010 because of the XXXX demand for it.

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2.1.1.1 Production situation of fish oil DHA, 2009-2011

Figure 2.1.1.1-1 Capacity and output of fish oil for human in China, 2009-2011

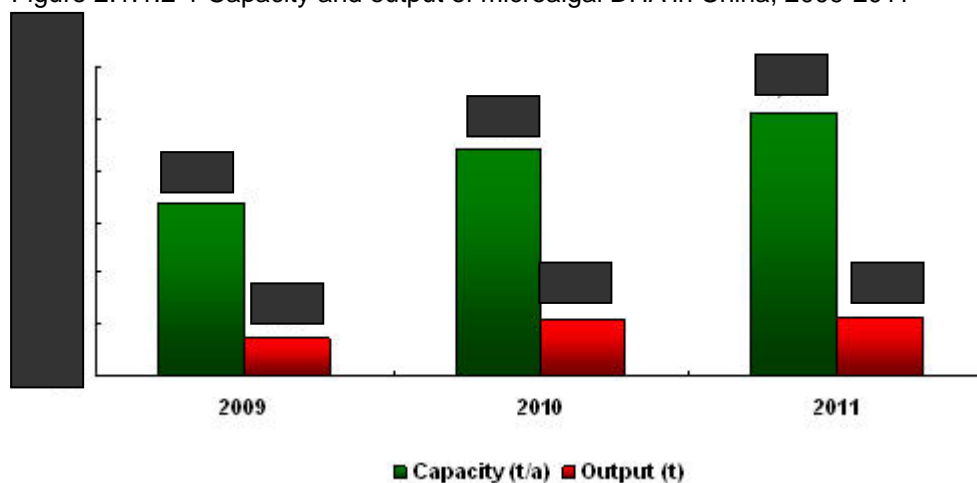


Source: CCM International

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2.1.1.2 Production situation of microalgae DHA

Figure 2.1.1.2-1 Capacity and output of microalgal DHA in China, 2009-2011



Source: CCM International

2.2 Price

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- ✓ Price of microalgal DHA

In the past five years, microalgal DHA's production scale in China has been gradually expanded to meet the increasing market demand; and the product price also XXX gradually. Take microalgal DHA powder for example, its ex-work price decreases from USDXXXX/t in 2006 to USDXXXX/t in Dec. 2011.

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3 Consumption of DHA in China

3.1 Overview of DHA consumption

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The consumption volume of DHA in China witnesses an increasing trend from 2009 to 2011. In 2011, as estimated, China consumes XXXX tonnes DHA, including fish oil and microalgal DHA. Fish oil constitutes about XXXX of the total consumption, while microalgal DHA makes up about XXXX.

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3.1.2 Consumption pattern

Table 3.1.2-1 DHA's consumption in different application fields in China, 2010-2011, tonne

Fields		Consumption	
		2010	2011
Formula foods	Infant formula	XXXX	XXXX
	Infant cereal	XXXX	XXXX
	Maternal formula	XXXX	XXXX
	Milk beverage for children	XXXX	XXXX
Health care products		XXXX	XXXX
Cooking oil		XXXX	XXXX
Others		XXXX	XXXX
Total		XXXX	XXXX

Source: CCM International

3.2 DHA consumption in major end-use segments

3.2.1 Formula foods

In 2010, formula foods totally consume XXXX tonnes of DHA in China, accounting for XXX% of its total consumption. Infant formula, milk beverage for children and maternal formula (all are dairy products) consume XXXX tonnes of DHA, accounting for around XXX% of its total consumption in formula foods, while infant cereal just consumes XXXX tonnes of DHA. And it is estimated that the consumption of DHA in formula foods in 2011 will reach XXXX tonnes.

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