New Industry forecasts for 2011 & 2016

Packaging Machinery in China

Study # 2257 November 2007 $4900

Chinese demand to grow 8.0% per year through 2011

Demand for packaging equipment in China is projected to climb 8.0 percent annually through 2011 to ¥51.5 billion. Product sales will be driven by growth in manufacturing, packaging materials use and associated fixed investment activity as Chinese industrialization efforts continue and income levels rise. Packaging machinery shipments by Chinese producers are forecast to expand 9.7 percent per year to ¥48.4 billion in 2011, outperforming demand. As a result, China’s overall trade deficit in packaging machinery will narrow, although the country will continue to rely on foreign sources of supply for many sophisticated and specialized equipment types.

Food industry to remain dominant

The food industry is the largest market for packaging machinery in China. Food-related applications are expected to strengthen their already dominant market position as changes in lifestyle trends and types of employment, increasing urbanization and growing personal income levels fuel consumption of convenience and other packaged food products. Demand for equipment used to package medical, pharmaceutical and personal care products is also projected to rise at an above-average rate through 2011. Sales will be driven by substantial growth in the number of people aged 65 and older, an age group requiring more medical care, and supported by rising personal incomes throughout the nation, making drugs, cosmetics and toiletries more affordable.

Labeling, coding equipment to grow the fastest

Demand for labeling and coding equipment will outpace sales of other types of packaging machinery, spurred by the growing need for shippers to accurately identify and track items, as well as increasingly stringent safety and quality requirements for packaged products. In addition, increased use of radio frequency identification tags will bolster demand for associated labeling equipment. Demand for filling and form/fill/seal equipment will also climb at an above-average rate through 2011, maintaining its position as the most widely used type of packaging machinery in China.

Central-East, Central-South regions pose best prospects

The Central-East and Central-South regions together account for more than 70 percent of the country’s total manufacturing production. Thus, these areas will continue to provide packaging machinery suppliers with the greatest sales opportunities. The Northeast, Northwest and Southwest regions, although underdeveloped, are benefiting from the government’s “Go West” and “Reviving the Northeast” campaigns.

Study coverage

Packaging Machinery in China is a new Freedonia industry study priced at $4900. It provides historical Chinese demand, shipments and foreign trade data plus forecasts for 2011 and 2016 by packaging machinery type, market and geographical region. The study also considers market environment indicators, profiles 42 industry players and evaluates market share data.

Reliable analysis from Freedonia China team; details at www.freedoniagroup.com
Packaging Machinery in China

TABLE OF CONTENTS / LIST OF TABLES & CHARTS

Introduction

EXECUTIVE SUMMARY
  1 Summary Table

MARKET ENVIRONMENT
  General
    Economic Overview
    Personal Income Patterns
    Nonresidential Fixed Investment Outlook
    Industrialization & Manufacturing Trends
    Electrical & Electronic Equipment
    Chemical Products
    Textile & Apparel
    Food & Beverages
    Pharmaceuticals
    Tobacco
  Other
  Packaging Materials Outlook
    Paper & Paperboard
    Glass
    Plastic
    Metal
  Other
  Technology & Quality Trends
  Legal & Regulatory Environment
  The Eleventh Five-Year Plan

OVERVIEW
  Supply & Demand
  Pricing Patterns
  International Environment
  World Outlook
  Foreign Trade

MARKETS
  General
    Food
      Fruits & Vegetables
      Meat Products
      Bakery & Confectionery
      Other
    Beverages
      Beer & Alcohol
      Milk
      Carbonated
      Water
      Fruit Beverages
      Tea & Coffee
      Other
    Medical, Pharmaceutical & Personal Care Products
    Medical & Pharmaceutical Products
    Personal Care Products
  Chemical Products
    Detergents & Cleaners
    Agricultural Chemicals
    Paints & Coatings
    Other
  Other Markets
    Electrical & Electronic Equipment
    Tobacco Products
    Textile & Apparel
    All Other

PRODUCTS
  General
    Filling & Form/Fill/Seal Machinery
      Liquid Filling
      Dry Filling
      Form/Fill/Seal
    Labeling & Coding Machinery
      Labeling
      Coding, Dating & Marking
      Wrapping, Bundling & Palletizing Machinery
      Wrapping & Bundling
      Palletizing
    Other Packaging Machinery
      Cartoning
      Case Forming, Packing & Sealing
      All Other

REGIONAL TRENDS
  General
  Regional Demographic & Economic Trends
  Population Patterns
  Economic Outlook
  Regional Manufacturing Activity
  Regional Packaging Machinery Demand
    Central-North
      Overview
      Packaging Machinery Demand
    Northeast
      Overview
      Packaging Machinery Demand
    Central-East
      Overview
      Packaging Machinery Demand
    Central-South
      Overview
      Packaging Machinery Demand
    Southwest
      Overview
      Packaging Machinery Demand
    Northwest
      Overview
      Packaging Machinery Demand

INDUSTRY STRUCTURE
  General
  Industry Composition
  Market Share
  Product Development & Manufacturing
  Marketing & Distribution
  Acquisitions & Divestitures
  Cooperative Agreements

Company Profiles

LIST OF TABLES & CHARTS:

1 Gross Domestic Product of China
2 Population of China
3 Gross Domestic Product of China by Region
4 Consumer Income & Expenditure Patterns in China
5 Manufacturing Production in China
6 Packaging Materials Demand in China
7 Packaging Demand in China by Material, 2006
8 Packaging Machinery Demand in China by Region, 2006
9 Packaging Machinery Market Share Companies, 2006
10 Packaging Machinery Market Share in China by Company, 2006
11 Revenue Data: Selected Packaging Machinery Companies, 2006
Sales of packaging machinery used in the food industry totaled ¥11.3 billion in 2006, representing the largest single market for packaging equipment in China. Over the past decade, food-related demand has outperformed the packaging machinery market as a whole, expanding at a 12.1 percent annual pace between 1996 and 2006. Advances were spurred by strong growth in per capita income during this period, particularly in already more affluent urbanized areas in the coastal provinces, putting convenience and other packaged food items within the financial reach of a larger share of the population and resulting in stepped-up equipment expenditures by food processors. Convenience and snack foods tend to have a high ratio of packaging to product, making them easy to store, prepare and eat, and contributing to associated machinery demand.

Food processors use all major types of packaging machinery. Nevertheless, only about one-quarter of the country's total food output is currently used -- as exemplified by a June 2005 directive from the State Administration for Industry and Commerce to investigate the problem of “overpackaged” food products -- will also act as a constraint to growth. For Industry and Commerce to investigate the problem of “overpackaged” food products -- as exemplified by a June 2005 directive from the State Administration for Industry and Commerce to investigate the problem of “overpackaged” food products -- will also act as a constraint to growth. Food processors use all major types of packaging machinery. Nevertheless, only about one-quarter of the country's total food output is currently used -- as exemplified by a June 2005 directive from the State Administration for Industry and Commerce to investigate the problem of “overpackaged” food products -- will also act as a constraint to growth. 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