

Packaging Machinery in China

Industry Study with Forecasts for **2014 & 2019**

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The Freedonia Group

767 Beta Drive

Cleveland, OH • 44143-2326 • USA

Toll Free US Tel: 800.927.5900 or +1 440.684.9600

Fax: +1 440.646.0484

E-mail: info@freedoniagroup.com

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INDUSTRY STRUCTURE

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Growth in output of food and beverages, pharmaceuticals, and personal care products, plus greater packaging per product produced in China, will boost sales of packaging equipment.

Demand to increase 8.7% annually through 2014

Demand for packaging machinery in China is projected to grow 8.7 percent annually to ¥59.5 billion in 2014. Gains will be directly stimulated by growth in output of packaged goods such as food and beverages, pharmaceuticals, and personal care products. Moreover, an increase in the amount of packaging per product produced in China will also boost sales of packaging equipment. Increasing safety and hygiene requirements for many packaged goods will contribute to growing demand for high-end (e.g., more automated and versatile) types of packaging machinery, supporting market growth in value terms.

Food packaging to remain largest market

The food packaging industry will remain the largest market for packaging machinery through 2014. Market gains will benefit from further improvements in living standards -- leading to more consumption of food in general -- and growing preference for ready-to-eat convenience foods, which tend to be more heavily packaged. Moreover, an increasing urban population will require food to be better packaged to reduce spoilage during storage and shipment from rural areas, providing additional sales opportunities. Demand for machinery used to package pharmaceutical, medical and personal care products is expected to expand at the fastest rate through 2014, an outcome of growing demand for pharmaceutical products as



personal income levels rise, access to health care expands and the population continues to age.

Labeling & coding equipment to post best gains

Filling and form/fill/seal equipment will remain the largest product segment in the Chinese packaging machinery market through 2014. Advances will be stimulated by expanding production of packaged food and beverages, manufacture of which requires these machinery types. Demand for labeling and coding equipment is expected to register the strongest performance of any product type. Gains will be spurred by increasing requirements for ensuring transparency and traceability throughout the supply

chain, as more importance is attached to ensuring the safety of food, beverage and medical products.

Central-East to pace regional demand growth

The Central-East region -- China's manufacturing heartland -- will continue to be the largest single market for packaging machinery in China. However, demand for packaging machinery in the Northwest will register the strongest gains among the country's six regions. Advances will be driven by rapid industrialization supported by the government's high-profile Great Western Development strategy and significant untapped economic growth potential.

Sample Text, Table & Chart

PRODUCTS

Wrapping & Bundling

Demand for wrapping and bundling machinery in China to advance 7 billion in 2014, output palletizing stimulated by change trends as per levels rise, prompting for convenient goods that are packaging wrapping and moreover, increasing wrapping v. However, functional end-use industries will gains from increasing at a faster rate.

SAMPLE TEXT

Wrapping and bundling equipment wraps a flexible pack material like plastic film, aluminum foil or paper around a product or group of products. Horizontal wrapping machinery encases items in a flexible material and then seals the material lengthwise along the bottom of the package. Products typically packaged using a horizontal wrapper include bar soaps, candy bars, tobacco products and trays of cookies. Shrink wrapping equipment wraps a product or group of products with thermoplastic film and then uses heat to shrink the film, holding loose items together. It is often used to package gift wrap, textiles and stationery products, as well to hold multiple products together, such as two bottles of shampoo. Stretch wrapping machinery stretches and then applies a film to a product, and is utilized to bundle items like napkins and paper reams. Vacuum and skin forming equipment is primarily used by the food industry for packaging items such as fresh meats and boil-in-the-bag foods. These units adhere a film to the product and remove air from the package, protecting the item's freshness, color and

Leading domestic manufacturers of wrapping and bundling machinery include Hangzhou Youngsun Machinery, Hualian Machinery, Tengtong Packing Machinery, National Hanguang Machinery, Shaanxi Jinlong Packing, Tianjin Huayi, Wuxi Changjiang Machinery

TABLE V-3

BEVERAGE MARKET FOR PACKAGING MACHINERY IN CHINA (million yuan)

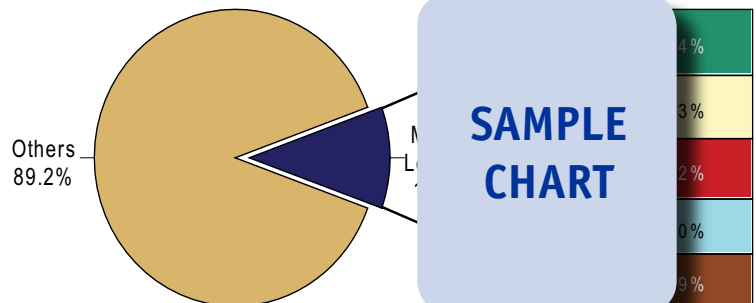
Item	1999	2004	2009	2014	2019
Beverage MVA (bil ¥)					
¥ packaging machinery/000¥ MVA					
Beverage Packaging Machinery Dmnd					
Beer & Alcohol					
Milk					
Carbonated Beverages					
Water					
Fruit Beverages					
Tea & Coffee					
Other Beverages					
% beverage					
Total Packaging Machinery Demand	12				

SAMPLE TABLE

MVA - Manufacturing Value Added

CHART VII-1

PACKAGING MACHINERY MARKET SHARE IN CHINA BY COMPANY (39.2 billion yuan, 2009)

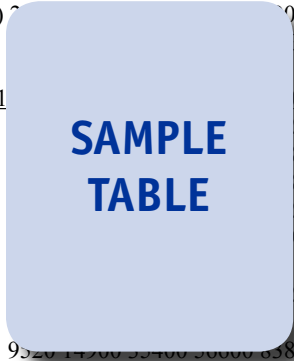


SAMPLE CHART

Sample Profile, Table & Forecast

TABLE IV-1
PACKAGING MACHINERY SUPPLY & DEMAND
IN CHINA BY PRODUCT
 (million yuan)

Item	1999	2004	2009	2014	2019
Manufacturing Value Added (billion ¥)					910
¥ packaging machinery/000¥ MVA					3.0
Packaging Machinery Demand	1				00
Filling & Form/Fill/Seal					00
Labeling & Coding					00
Wrapping, Bundling & Palletizing					50
Other Machinery					00
Parts					50
- net imports					00
Packaging Machinery Shipments	9520	14700	22400	30000	35800



COMPANY PROFILES

Shenyang Baihualin Light Industry Food Machinery
 No. 18, Shanggangzi, Lingdong Street
 Yuhong District, Shenyang, Liaoning 110032
 China
 86-024-8661-8
 http://www.syl

SAMPLE PROFILE

Annual Sales:
 Employment:
 Key Products:
 ance machines

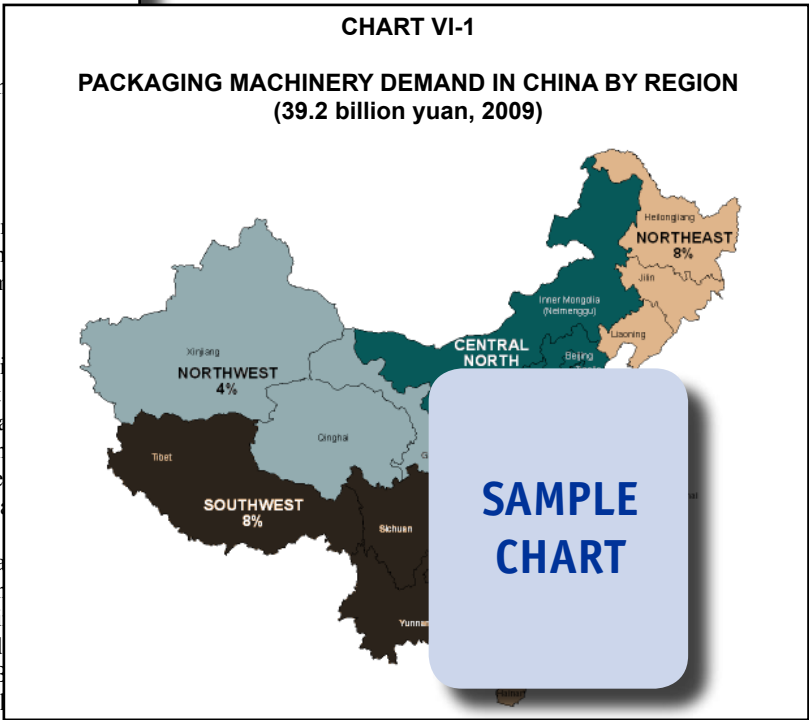
International C

Shenyang Baihualin Light Industry Food Machinery is a p
 of packaging and other equipment. The Company is privately h
 a plant in Shenyang, Liaoning, China and serves customers in m
 countries worldwide.

The Company participates in the Chinese packaging machi
 industry through the manufacture of such packaging equipment
 ing, filling and capping, form/fill/seal (FFS) and conveyance ma
 These machines are sold primarily under the BAIHUALIN bran
 and used for packaging food and beverages, medicines, and che
 among other items. Specific types of food and beverages that c
 be packaged include milk and other dairy products, fresh juice,
 drinks, liquor, soy sauce, vinegar, yogurt, sauce, bean curd, sesa
 butter, appetizers, flavorings, rice, jelly and meat stuffing. Exar
 of Shenyang Baihualin Light Industry Food Machinery's machi
 QRB-P1 bottle filling and capping machines, which are utilized
 packaging milk, drinks, vinegar, alcohol and other liquids; QRE
 FFS machines which are used in packaging liquids treated by ul

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OTHER STUDIES

World Packaging Machinery

This study analyzes the world packaging machinery industry. It presents historical demand data (1999, 2004, 2009) and forecasts for 2014 and 2019 by machinery type (e.g., filling and form/fill/seal; labeling and coding; wrapping, bundling and palletizing; case forming, packing and sealing), market (e.g., food, beverages, pharmaceuticals and personal care products, chemical products), world region and major country. The study also considers market environment factors, evaluates market share and profiles industry players.

#2727 February 2011 \$6100

Produce Packaging

US demand for produce packaging will rise 3.6% annually through 2014. Corrugated boxes will remain the leading packaging type, while plastic containers see the fastest gains. Fruit applications will outpace the overall average, aided by trends toward healthier eating and increased availability of ready-to-eat fruit. This study analyzes the \$4 billion US produce packaging industry, with forecasts for 2014 and 2019 by type, application and end user. It also evaluates company market share and profiles industry players.

#2653 June 2010 \$4800

Frozen Food Packaging

US demand for frozen food packaging will climb 3.7% yearly through 2013. Gains will be driven by the popularity of convenience-type foods, the prevalence of microwave ovens, and technological advances in packaging. Frozen food specialties and meat, poultry and seafood will be the fastest growing applications. This study analyzes the \$5.7 billion US frozen food packaging industry, with forecasts for 2013 and 2018 by application and product. It also evaluates company market share and profiles industry players.

#2594 January 2010 \$4700

Industrial Controls in China

Demand for industrial controls in China will expand 13% annually through 2013. Advanced controls will continue to outpace conventional types, benefiting from their superior precision, reliability, durability and cost-effectiveness. Software and control systems integration services will be the fastest growing segments. This study analyzes the 114 billion yuan industrial controls industry in China, with forecasts for 2013 and 2018 by product and market. It also evaluates market share and profiles industry participants.

#2560 November 2009 \$5200

Industrial Fasteners in China

Demand for industrial fasteners in China will rise 10.7% yearly through 2013, driven mainly by rapid growth in the production of industrial machinery and motor vehicles. Externally threaded fasteners will remain dominant and lead gains among standard types, while aerospace-grade fasteners grow the fastest overall from a small base. This study analyzes the 44.7 billion yuan industrial fastener industry in China, with forecasts for 2013 and 2018 by product and market. It also details market share and profiles industry participants.

#2531 September 2009 \$5200

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