In-Depth Research and Forecast of China Banana Powder Market, 2013-2017

(Sample)

Huidian Research

Publication Date: Dec 2013
3. Development Status Quo of Banana Powder Industry

3.3 Market Conditions and Prediction

3.3.1 Status Quo of Supply

China serves as a country of origin of banana. During the past two decades, banana industry witnessed a vigorous growth, and output of bananas in China’s tropical zone is the largest compared with other fruits. While bananas belong to a kind of respiratory climacteric fruits, are perishable and not resistant to store, and a high loss rate when picking bananas. Statistics show that the loss rate of bananas reaches to 50% after harvest of bananas in China, which is far higher than the average loss rate of postharvest fruits and vegetables reaching to 25% in China and that is 5% in developed countries. Thus developing deep processing banana products with high qualities and competitiveness is constructive to the sustainable development of China’s banana industry. Banana powder serves as one of excellent deep processing banana products, the industry witnesses a rapid growth in recent years with continuous market expansion, although it started late in China.

According to a survey by Huidian Research, there are around ten large-scale banana powder manufacturing enterprises in China, annual supply volume of banana powder is about 3200 tons, of which 40%-50% of products for export. In terms of product prices, banana powder products produced by different manufacturing techniques have a relatively wide price range, and similarly banana powder products manufactured by vacuum freeze-drying technology also have different prices.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Manufacturing Techniques</th>
<th>Supply Volume</th>
<th>Product Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Damin Foodstuff (Zhangzhou) Co., Ltd.</td>
<td>Freeze-drying</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>JF-NATURAL</td>
<td>Spray Drying</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Fujian Orientaland Foods Co., Ltd.</td>
<td>Freeze-drying</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Fujian Lixing Foods Co., Ltd.</td>
<td>Freeze-drying</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Qingdao Xinmeixiang Foods Co., Ltd.</td>
<td>Freeze-drying</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Guangxi ENDU High-Tech Co., Ltd.</td>
<td>Freeze-drying</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Yunnan Lincang Kaixiong Banana Co., Ltd.</td>
<td>Spray Drying</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3200 tons/year</td>
<td></td>
</tr>
</tbody>
</table>

Source: Huidian Research
3.3.2 Supply Prediction of China’s Banana Powder, 2013-2017

Influenced by the development of highly processed banana products, currently the main application areas of banana powder are health care food, functional food and baking food etc. It is predicted that other deep processed banana products will be developed to be mature in next several years, and the industrialization of banana juice and other banana liquid drinks will stimulate the growth of banana powder industry.

![Fig. 4 Yield of China’s Banana Powder, 2013-2017](source)

The survey by Huidian Research shows that domestic banana pulping and pulverizing technologies may be adopted by fruit juice manufacturers by 2014, after two years of product research, development, trial-produce and promotion from 2014 to 2015, deep processed banana products will be a significant part among juice beverages by 2016 in China just like apple and orange juices.

Therefore, it is predicted that the annual growth rate will be about 30 %-35% before 2015 due to the yield of banana powder is mainly affected by downstream growth currently. After 2015, with new application fields becoming mature, output of banana powder products will enjoy the explosive growth.

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