

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

2 Production situation of DHA in China

2.1 Current production situation of DHA

Here the production situation of DHA focuses on that of microalgal DHA.

China's microalgal DHA industry has a history of nine years since its industrialization in ■■■, and witnessed a booming development after ■■■. However, it's still in the initial development stage; microalgal DHA's production in the US already has an almost ■■■ years' history.

China is the second country mastering the production technology of microalgal DHA in the world, after Martek Biosciences Corporation (Martek) in the US. And the industrialization was realized by Guangdong Runke Bioengineering Co., Ltd. (Guangdong Runke) in ■■■.

Currently, there are ■■■ active producers in China with total capacity of ■■■ t/a in 2011. Owing to small additive amount in foods, the production scale of microalgal DHA is not large. The largest producer, Guangdong Runke, has a capacity of ■■■ t/a in 2011. And the entire national output of microalgal DHA increased from ■■■ tonnes in 2007 to ■■■ tonnes in 2010 because of the increasing demand for it.

Besides, thanks to the high gross profit in microalgal DHA industry, some producers intend to expand capacity and some plan to enter the industry in 2011. It's estimated that the future competition in domestic DHA industry will be more intense.

2.2 Price

With production scale's expansion and increasing market demand for DHA, the price of microalgal DHA declined gradually in the past five years. Take microalgal DHA powder for example, its ex-work price decreases from USD ■■■/t to USD ■■■/t during 2006-July 2011.

3 Consumption of DHA in China

3.1 Overview of DHA consumption

DHA's consumption is analyzed by both of its two types: fish oil DHA and microalgal DHA.

DHA has become a popular health care product of brain nutrition in the world since it was formally recommended by the World Health Organization (WHO) in 1993. It's reported that DHA products are important for brain health and eye health in the US, which accounted for ■■■ % and ■■■ % of the country's brain health products and eye care products in ■■■ respectively. Therefore, DHA products have become the fastest-growing new products in the

US health care industry.

DHA is well-known in China; almost 90% consumers know DHA. However, Chinese intake of DHA is much lower over developed countries' standards. China's intake of DHA is less than one-third of the lowest 160mg/d among various standards stipulated by different countries.

Table 3.1-1 DHA's consumption in different application fields in China, 2010

Fields		Consumption volume, tonne
Formula foods	Infant formula	10000
	Infant cereal	10000
	Maternal formula	10000
	Milk beverage for children	10000
Health care products		10000
Cooking oil		10000
Others		10000
Total		50000

Source:CCM International