
Competitiveness Analysis and Assessment for China Key Compound Fertilizer Enterprises



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March 2015

Background

At present, the domestic compound fertilizer production capacity is about 200 million tons, and the average capacity of each enterprise is less than 50,000 tons. The competition is intense due to severe overcapacity. However, China still needs to import more than 1 million tons of compound fertilizer every year.

During the last two years, significant changes happened in compound fertilizer industry competition pattern. Kingenta, Stanley, Shindoo and other large compound fertilizer enterprises began to expand dramatically, building production bases national wide and increasing market share rapidly. The compound fertilizer market share for Kingenta and Stanley together increased from 6% in 2008 to around 11% now.

With the crop production scaling up, and more and more specialized, the demand for fertilizers changes to putting forward new requirements to the compound fertilizer products and the enterprises. The brands are getting more and more important and the products gradually develop towards differentiated competition.

In this report, BOABC performed in-depth analysis and assessment on the competitiveness of key enterprises (groups) based on the comparative analysis of characteristics of compound fertilizer consumption, distribution of China compound fertilizer enterprises, the competition pattern and the production and the operation of the key enterprises (groups) etc. The highlights in this report include:

- (1) Characteristics of China compound fertilizer consumption changes and industry competition pattern.
- (2) In-depth analysis of production scale, product and brand characteristics, R&D, sales model, marketing, market share etc. of the key compound fertilizer enterprises.
- (3) Comprehensive assessment of the competitive advantages, weaknesses, opportunities and challenges etc. of the key compound fertilizer enterprises.

(4) Future development direction of the compound fertilizer enterprises and development strategic choice for the different types of enterprises.

Based on the long-term attention to the enterprises and data accumulation, professional data analysis and insights, this report systemically answers the above questions in order to help fertilizer industry insiders who concern China fertilizer industry development and the people who plan to enter China fertilizer field, to provide a systematic, comprehensive and detailed, higher reference value of the data.



TABLE OF CONTENTS

| | |
|--|-----------|
| Research Background | I |
| Chapter One Characteristics of China Compound Fertilizer Consumption | |
| Market Changes | 10 |
| 1.1 Crop Production Developmental Changes and Analysis of Land Transferring | 10 |
| 1.2 Differentiation of Fertilizer Users | 12 |
| 1.3 Changes in Fertilizer Purchasing Channels | 14 |
| 1.4 Changes of Fertilizing Techniques..... | 15 |
| 1.5 Changes in Compound Fertilizer Products' Structure | 16 |
| 1.6 Analysis of Compound Fertilizer Consumption by Region..... | 19 |
| 1.7 Analysis of Compound Fertilizer Consumption by Crops..... | 23 |
| 1.8 Analysis of Imported Compound Fertilizer Consumption | 24 |
| Chapter Two China Compound Fertilizer Enterprise and the Competition | |
| Pattern | 26 |
| 2.1 Distribution of China Compound Fertilizer Enterprises with Production Capacity over 500,000 Tons | 26 |
| 2.2 Distribution of China Compound Fertilizer Groups (and Subordinate Enterprises) with Production Capacity over 1 Million Tons | 31 |
| 2.3 Competition Characteristics of Compound fertilizer Industry in China | 33 |
| 2.3.1 Analysis of Industry Concentration Degree | 33 |
| 2.3.2 Analysis of Enterprise Production and Scale..... | 34 |
| 2.3.3 Analysis of Producing Cost and Profit | 35 |
| 2.3.4 Products' Structure Adjustment | 36 |
| 2.3.5 Brands' Development | 36 |
| 2.3.6 Analysis of Sales Channels..... | 37 |
| 2.3.7 Upstream and Downstream Development..... | 38 |
| 2.4 Compound Fertilizer Brand Competition in the Key Areas | 38 |
| 2.5 Analysis of the the Foreign Products/Companies' Development in China..... | 40 |

Chapter Three China Key Compound Fertilizer Enterprises' Production and Operation Model 42

3.1 Shandong Kingenta Ecological Engineering Co., Ltd. 42

3.1.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... 42

3.1.2 Raw Material Procurement..... 44

3.1.3 Main Compound Fertilizer Product Features 44

3.1.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... 46

3.1.5 Development Programs 49

3.2 Stanley Fertilizer Co., Ltd. 49

3.2.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... 49

3.2.2 Raw Material Procurement..... 51

3.2.3 Main Compound Fertilizer Product Features 51

3.2.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... 52

3.2.5 Development Programs 55

3.3 Shindoo Fertilizer Co., Ltd. 55

3.3.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... 55

3.3.2 Raw Material Procurement..... 57

3.3.3 Main Compound Fertilizer Product Features 57

3.3.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... 58

3.3.5 Development Programs 61

3.4 Newyangfeng Fertilizer Co., Ltd. 61

3.4.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... 61

3.4.2 Raw Material Procurement..... 63

3.4.3 Main Compound Fertilizer Product Features 63

3.4.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... 64

3.4.5 Development Programs 66

3.5 Jiangsu Zhongdong Group Co., Ltd. 66

3.5.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... 66

| | |
|--|-----------|
| 3.5.2 Raw Material Procurement..... | 68 |
| 3.5.3 Main Compound Fertilizer Product Features | 68 |
| 3.5.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 69 |
| 3.5.5 Development Programs | 69 |
| 3.6 Sino-Arab Chemical Fertilizer Co., Ltd..... | 70 |
| 3.6.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 70 |
| 3.6.2 Raw Material Procurement..... | 71 |
| 3.6.3 Main Compound Fertilizer Product Features | 71 |
| 3.6.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 72 |
| 3.6.5 Development Programs | 73 |
| 3.7 Shenzhen Batian Ecological Engineering Co., Ltd..... | 73 |
| 3.7.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 73 |
| 3.7.2 Raw Material Procurement..... | 75 |
| 3.7.3 Main Compound Fertilizer Product Features | 75 |
| 3.7.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 76 |
| 3.7.5 Development Programs | 78 |
| 3.8 Anhui Sierte Fertilizer Industry Co., Ltd..... | 78 |
| 3.8.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 78 |
| 3.8.2 Raw Material Procurement..... | 79 |
| 3.8.3 Main Compound Fertilizer Product Features | 79 |
| 3.8.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 80 |
| 3.8.5 Development Programs | 81 |
| 3.9 Luxi Chemical Fertilizer Co., Ltd. | 82 |
| 3.9.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 82 |
| 3.9.2 Raw Material Procurement..... | 83 |
| 3.9.3 Main Compound Fertilizer Product Features | 83 |
| 3.9.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 84 |
| 3.9.5 Development Programs | 86 |
| 3.10 Hubei E'Zhong Chemical Co., Ltd..... | 86 |
| 3.10.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 86 |

| | |
|--|------------|
| 3.10.2 Raw Material Procurement..... | 87 |
| 3.10.3 Main Compound Fertilizer Product Features | 87 |
| 3.10.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 88 |
| 3.10.5 Development Programs | 89 |
| 3.11 Xiyang Group | 89 |
| 3.11.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 89 |
| 3.11.2 Raw Material Procurement..... | 90 |
| 3.11.3 Main Compound Fertilizer Product Features | 90 |
| 3.11.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 91 |
| 3.11.5 Development Programs | 92 |
| 3.12 Shikefeng Chemical Stock Co., Ltd..... | 92 |
| 3.12.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 92 |
| 3.12.2 Raw Material Procurement..... | 93 |
| 3.12.3 Main Compound Fertilizer Product Features | 93 |
| 3.12.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 95 |
| 3.12.5 Development Programs | 95 |
| 3.13 Sinofert Holdings Limited | 96 |
| 3.13.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 96 |
| 3.13.2 Raw Material Procurement..... | 97 |
| 3.13.3 Main Compound Fertilizer Product Features | 98 |
| 3.13.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc..... | 98 |
| 3.13.5 Development Programs | 99 |
| 3.14 Jiangsu Huachang Chemical Co., Ltd..... | 100 |
| 3.14.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 100 |
| 3.14.2 Raw Material Procurement..... | 101 |
| 3.14.3 Main Compound Fertilizer Product Features | 101 |
| 3.14.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc... 101 | |
| 3.14.5 Development Programs | 103 |
| 3.15 Anhui Liuguo Chemical Co., Ltd..... | 103 |
| 3.15.1 Company Portfolio (Address, Business, Scale, Production Base, State of Operation, R&D Capacity etc.)..... | 103 |

| | |
|--|-----|
| 3.15.2 Raw Material Procurement..... | 104 |
| 3.15.3 Main Compound Fertilizer Product Features | 104 |
| 3.15.4 Brand/Product Promotion, Distribution Channel, Volume and Area, Market Share etc... 105 | |
| 3.15.5 Development Programs | 107 |

Chapter Four Competitiveness Comparative Analysis of China Key Compound Fertilizer Enterprises 108

| | |
|---|------------|
| 4.1 Competitive Strength..... | 108 |
| 4.2 Competitive Weakness..... | 108 |
| 4.3 Opportunities and Challenges..... | 112 |
| 4.4 Competitiveness Assessment of Key Compound Fertilizer Enterprises..... | 112 |

Chapter Five Development Strategies of China Compound Fertilizer Enterprises 114

| | |
|--|------------|
| 5.1 Development Direction in the Future | 114 |
| 5.1.1 Scales..... | 114 |
| 5.1.2 Products Structures..... | 114 |
| 5.1.3 Production Technology..... | 114 |
| 5.1.4 Branding and Marketing..... | 114 |
| 5.1.5 Sales Models | 114 |
| 5.1.6 Extention of Industry Chain | 114 |
| 5.1.7 Others | 115 |
| 5.2 Development Strategic Position..... | 115 |

LIST OF MAPS

| | |
|---|----|
| Map 1, Distribution of Production Bases of Kingenta. | 43 |
| Map 2, Distribution of Production Bases of Stanley | 50 |
| Map 3, Distribution of Production Bases of Shindoo Fertilizer Co., Ltd..... | 56 |
| Map 4, Distribution of Production Bases of Newyangfeng Fertilizer Co., Ltd..... | 62 |
| Map 5, Distribution of Production Bases of Jiangsu Zhongdong Group Co., Ltd. | 67 |
| Map 6, Distribution of Production Bases of Sino-Arab Chemical Fertilizer Co., Ltd. | 70 |

| | |
|---|----|
| Map 7, Distribution of Production Bases of Shenzhen Batian Ecological Engineering Co., Ltd. | 74 |
| Map 8, Distribution of Production Bases of Luxi Chemical Fertilizer Co., Ltd. | 83 |
| Map 9, Distribution of Production Bases of Hubei E'Zhong Chemical Co., Ltd. | 87 |
| Map 10, Distribution of Production Bases of Xiyang Group | 90 |
| Map 11, Distribution of Production Bases of Shikefeng Chemical Stock Co., Ltd. | 93 |
| Map 12, Distribution of Production Bases of Sinofert Holdings Limited..... | 97 |

LIST OF FIGURES

| | |
|--|-----|
| Figure 1, Comparison of the Plantation Area of China Major Crops, 2000-2013..... | 10 |
| Figure 2, Category and Proportion of China Crop Growers | 13 |
| Figure 3, Fertilizer Purchasing Channels for China Farmers | 14 |
| Figure 4, Consumption Structure for China Compound Fertilizer | 16 |
| Figure 5, Consumption Volume and Proportion of Different Compound Fertilizer Varieties | 18 |
| Figure 6, China Compound Fertilizer Consumption by Province in 2012 | 19 |
| Figure 7, Rate of Compound Fertilizer by Province in China, 2012..... | 20 |
| Figure 8, Comparison of Fertilizer and Compound Fertilizer by Province in China, 2012. | 21 |
| Figure 9, Consumption of Compound Fertilizer by Crops in China, 2012 | 23 |
| Figure 10, China Compound Fertilizer Imports by Country of Origin, 2007-2014. | 25 |
| Figure 11, Distribution of China Main Compound Fertilizer Producers..... | 26 |
| Figure 12, Number of China Large-scaled Compound Fertilizer Enterprises, 2007-2013..... | 34 |
| Figure 13, Profit Rate of China Compound Fertilizer Sales, 2006-2014 | 36 |
| Figure 14, Traditional Sales Chain and Channels for China Compound Fertilizer Industry..... | 37 |
| Figure 15, Sales and Profits by Product of Kingenta in 2013 | 47 |
| Figure 16, Sales and Profits by Product of Stanley in 2013 | 53 |
| Figure 17, Sales and Profits by Product of Shindoo Fertilizer Co., Ltd. in 2013..... | 58 |
| Figure 18, Sales and Profits by Product of Newyangfeng Fertilizer Co., Ltd. in 2013 | 64 |
| Figure 19, Sales and Profits by Product of Shenzhen Batian in 2013 | 76 |
| Figure 20, Sales and Profits by Product of Anhui Sierte Fertilizer Industry Co., Ltd. in 2013..... | 80 |
| Figure 21, Sales and Profits by Product of Luxi Chemical Fertilizer Co., Ltd. in 2013 | 85 |
| Figure 22, Sales and Profits by Product of Anhui Liuguo Chemical Co., Ltd. in 2013 | 105 |

LIST OF TABLES

| | |
|--|----|
| Table 1, Changes in China Crop Planting Structures, 2001-2013 | 11 |
| Table 2, Plantation Area of China Major Crops, 2000-2013 | 11 |
| Table 3, Analysis of China Crop Growers | 14 |
| Table 4, Comparative Analysis of Fertilizer Purchasing Channels for the Crop Growers of Different Farming Scales..... | 15 |
| Table 5, Comparative Analysis of China Compound Fertilizer Consumption Structures | 18 |
| Table 6, Consumption Volume and Proportion of All Fertilizers and Compound Fertilizers by Region in China, 2009-2012 | 21 |
| Table 7, The Rate of Compound Fertilizer in Fertilizer Usage by Region in China, 2009-2012 .. | 22 |
| Table 8, China Compound Fertilizer Consumption by Crops, 2009-2012..... | 24 |
| Table 9, Production Capacity by Province for China Compound Fertilizer Factories with Production Capacity over 500,000 Tons..... | 27 |
| Table 10, China Compound Fertilizer Enterprises with Production Capacity over 500,000 Tons | 28 |
| Table 11, China Compound Fertilizer Groups with Production Capacity over 1,000,000 Tons ... | 32 |
| Table 12, Market Shares of China Top 10 Compound Fertilizer Enterprises, 2008-2013..... | 33 |
| Table 13, Analysis of Compound Fertilizer Brand Competition in China Main Regions | 39 |
| Table 14, Distribution and Capacity of Subsidiary Compound Fertilizer Factories of Kingenta.. | 43 |
| Table 15, Average Producing Cost of Kingenta Fertilizers by Products | 44 |
| Table 16, Products' Profiles of Kingenta..... | 45 |
| Table 17, Brand Promotion and Sales of Kingenta | 48 |
| Table 18, Revenue and Performance of Kingenta in 2013 | 48 |
| Table 19, Revenue and Performance of Kingenta in the First Half Year of 2014 | 49 |
| Table 20, Distribution and Capacity of Subsidiary Compound Fertilizer Factories of Stanley | 50 |
| Table 21, Products' Profiles of Stanley | 52 |
| Table 22, Brand Promotion and Sales of Stanley | 53 |
| Table 23, Revenue and Performance of Stanley in 2013..... | 54 |
| Table 24, Revenue and Performance of Stanley in the First Half Year of 2014 | 55 |
| Table 25, Distribution and Production Capacity of Subsidiary Compound Fertilizer Factories of Shindoo Fertilizer Co., Ltd..... | 56 |
| Table 26, Products' Profiles of Shindoo Fertilizer Co., Ltd. | 58 |
| Table 27, Brand Promotion and Sales of Shindoo Fertilizer Co., Ltd. | 59 |
| Table 28, Revenue and Performance of Shindoo Fertilizer Co., Ltd. in 2013..... | 60 |
| Table 29, Revenue and Performance of Shindoo Fertilizer Co., Ltd. in the First Half Year of 2014 | 60 |

| | |
|--|----|
| Table 30, Distribution and Production Capacity of Subsidiary Compound Fertilizer Factories of Shindoo Fertilizer Co., Ltd..... | 62 |
| Table 31, Products' Profiles of Newyangfeng Fertilizer Co., Ltd. | 63 |
| Table 32, Brand Promotion and Sales of Newyangfeng Fertilizer Co., Ltd. | 65 |
| Table 33, Revenue and Performance of Newyangfeng Fertilizer Co., Ltd. in 2014..... | 66 |
| Table 34, Distribution and Production Capacity of Subsidiary Compound Fertilizer Factories of Jiangsu Zhongdong Group Co., Ltd. | 67 |
| Table 35, Products' Profiles of Jiangsu Zhongdong Group Co., Ltd..... | 68 |
| Table 36, Brand Promotion and Sales of Jiangsu Zhongdong Group Co., Ltd. | 69 |
| Table 37, Distribution of Subsidiary Compound Fertilizer Factories of Sino-Arab Chemical Fertilizer Co., Ltd. | 70 |
| Table 38, Products' Profiles of Sino-Arab Chemical Fertilizer Co., Ltd..... | 71 |
| Table 39, Brand Promotion and Sales of Sino-Arab Chemical Fertilizer Co., Ltd. | 72 |
| Table 40, Distribution of Subsidiary Compound Fertilizer Factories of Shenzhen Batian Ecological Engineering Co., Ltd. | 75 |
| Table 41, Products' Profiles of Shenzhen Batian Ecological Engineering Co., Ltd..... | 76 |
| Table 42, Brand Promotion and Sales of Shenzhen Batian Ecological Engineering Co., Ltd. | 77 |
| Table 43, Revenue and Performance of Shenzhen Batian Ecological Engineering Co., Ltd. | 78 |
| Table 44, Products' Profiles of Anhui Sierte Fertilizer Industry Co., Ltd. | 79 |
| Table 45, Brand Promotion and Sales of Anhui Sierte Fertilizer Industry Co., Ltd..... | 81 |
| Table 46, Distribution of Subsidiary Compound Fertilizer Factories of Luxi Chemical | 82 |
| Table 47, Products' Profiles of Luxi Chemical Fertilizer Co., Ltd..... | 84 |
| Table 48, Brand Promotion and Sales of Luxi Chemical Fertilizer Co., Ltd. | 85 |
| Table 49, Distribution of Subsidiary Compound Fertilizer Factories of Hubei E'Zhong Chemical. | 87 |
| Table 50, Products' Profiles of Hubei E'Zhong Chemical Co., Ltd..... | 88 |
| Table 51, Brand Promotion and Sales of Hubei E'Zhong Chemical Co., Ltd. | 89 |
| Table 52, Distribution of Subsidiary Compound Fertilizer Factories of Xiyang Group | 90 |
| Table 53, Products' Profiles of Xiyang Group | 91 |
| Table 54, Brand Promotion and Sales of Xiyang Group | 91 |
| Table 55, Distribution of Subsidiary Compound Fertilizer Factories of Shikefeng Chemical Stock Co., Ltd..... | 93 |
| Table 56, Products' Profiles of Shikefeng Chemical Stock Co., Ltd..... | 94 |
| Table 57, Brand Promotion and Sales of Shikefeng Chemical Stock Co., Ltd. | 95 |
| Table 58, Distribution of Subsidiary Compound Fertilizer Factories of Sinofert Holdings Limited | 97 |
| Table 59, Products' Profiles of Sinofert Holdings limited..... | 98 |

| | |
|--|-----|
| Table 60, Brand Promotion and Sales of Sinofert Holdings limited | 99 |
| Table 61, Distribution of Subsidiary Compound Fertilizer Factories of Jiangsu Huachang Chemical Co., Ltd. | 100 |
| Table 62, Products' Profiles of Jiangsu Huachang Chemical Co., Ltd. | 101 |
| Table 63, Brand Promotion and Sales of Jiangsu Huachang Chemical Co., Ltd. | 102 |
| Table 64, Revenue and Performance of Jiangsu Huachang Chemical Co., Ltd. in the First Half Year of 2014 | 102 |
| Table 65, Distribution of Subsidiary Compound Fertilizer Factories of Anhui Liuguo Chemical Co., Ltd. | 104 |
| Table 66, Products' Profiles of Anhui Liuguo Chemical Co., Ltd. | 104 |
| Table 67, Brand Promotion and Sales of Anhui Liuguo Chemical Co., Ltd. | 106 |
| Table 68, Revenue and Performance of Anhui Liuguo Chemical in the First Half Year of 2014 | 107 |
| Table 69, Comparative Competitiveness of China Key Compound Fertilizer Enterprises | 109 |
| Table 70, Comprehensive Assessment of China Key Compound Fertilizer Enterprises | 113 |

