

China Food Safety Testing Market By Technology (Agar culturing, PCR-based assay, Immunoassay-based, Others), By Food Tested (Meat and meat product, Dairy and dairy product, Cereals, grains, and pulses, Processed food, Others), By Type (Pathogen, Genetically modified organism (GMO), Chemical and toxin, Others): Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

China is currently one of the world's largest markets for food testing and has been undertaking stringent measures to ensure food security. The country is developing high-end technologies to improve its food examination process to meet changing consumer preferences and to address concerns associated with health due to foodborne diseases.

The China food safety testing market is segmented into technology, food tested, and by type. On the basis of technology, the market is classified into agar culturing, PCR-based assay, immunoassay-based, and others. By food tested, it is fragmented into meat & meat products, dairy & dairy products, cereals, grains & pulses, processed food, and others. On the basis of type, it is categorized into pathogen, genetically modified organism (GMO), chemical & toxin, and others. Moreover, the report provides detailed insight into different testing solutions available in the market and their role in assisting the government and the industry to monitor the safety, security, and quality of food being marketed.

The Chinese Government has recently enacted a series of food security policies & laws from different food & beverage markets, such as the ones released by the China Food and Drug Administration (CFDA). The application of this regulation has led to an increase in the variety of food safety testing solutions being carried out for various products in the country. Furthermore, rise in financial investments in the food security testing market coupled with surge in health awareness of the consumers has benefitted the industry, hence improving the need for food security testing. On the contrary, presence of countless food producers that are not efficient in meeting the security testing needs is expected to restrict the market growth. Moreover, lack of understanding among customers regarding the presence of hazardous chemicals in the food, unreliable or insufficient labeling, and high

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expenses related to the procurement of food testing devices are restraining the market growth.

However, the existence of advanced modern technologies such as the labs-in-truck (LITs) is expected to provide lucrative opportunities for the market growth. The labs-in-truck provide food security testing solutions on-site, enabling companies to lower the turn-around time and expenses connected with delivering food samples to the off-site labs. Furthermore, this method is confirming to be helpful in the security testing of food samples and in the medical diagnosis of different hazardous pollutants in the shortest time. In addition, the use of blockchain innovation is changing the food security field as it is providing reputable information concerning the food supply chain. This aids the authorities to map the source of the foodborne health problems, which cause the timely containment of the contamination.

Suppliers in the food safety testing market concentrating on the development of ingenious testing solutions, broadening their geographical footprint, and taking part in product and procedure advancement activities. Some of the key players in the market include Acter, Anadia, Biolympique, Eurofins, Hinsue Laboratories, and Intertek. In addition, the players are introducing portable gadgets and are executing quick and precise testing to easily check food safety. For example, in 2020, GenX Technologies released FoodCheck On-Demand, a portable testing system that makes it possible for customers to acquire outcomes within minutes.

Moreover, vendors are taking part in producing critical collaborations with sector leaders to gain a competitive edge to broaden their client base. For instance, in 2021, Eurofins collaborated with Triumvira Immunologics-a Canadian biotechnology firm-to establish an antigen-based assay to spot SARS-CoV-2-the infection that triggers COVID-19. The Porter's five forces analysis focuses on the dynamics of the China food safety testing market. It assists clients in the market to identify competitive rivalry, bargaining power of suppliers, bargaining power of buyers, and the threat of substitutes, threat of new entrants.

The bargaining power of suppliers is high due to the presence of few distributors for food security testing solutions. This offers the suppliers a greater power over the prices and regards agreements and contracts with clients. Furthermore, the distributors impact the customer's success and restrict their series of flexibility to pick providers and agreements.

Key Benefits For Stakeholders

- Enable informed decision-making process and offer market analysis based on current market situation and estimated future trends.
- Analyze the key strategies adopted by major market players in china food safety testing market.
- Assess and rank the top factors that are expected to affect the growth of china food safety testing market.
- Top Player positioning provides a clear understanding of the present position of market players.
- Detailed analysis of the china food safety testing market segmentation assists to determine the prevailing market opportunities.
- Identify key investment pockets for various offerings in the market.

Additional benefits you will get with this purchase are:

- Quarterly Update and* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
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Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Analysis of raw material in a product (by %)
- Consumer Buying Behavior Analysis

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- Industry life cycle assessment, by region
- Product Life Cycles
- Technology Trend Analysis
- Market share analysis of players by products/segments
- Pain Point Analysis
- Regulatory Guidelines
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Brands Share Analysis
- Expanded list for Company Profiles
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Per Capita Consumption Trends
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Food Tested

- Meat and meat product
- Dairy and dairy product
- Cereals, grains, and pulses
- Processed food
- Others

By Type

- Pathogen
- Genetically modified organism (GMO)
- Chemical and toxin
- Others

By Technology

- Agar culturing
- PCR-based assay
- Immunoassay-based
- Others

- Key Market Players

- ALS
- SGS
- Intertek
- Bureau Veritas
- Eurofins
- TUV SUD
- IC Food Technologies
- CMA Testing
- Huacheng Analytical Testing

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