

Global Cassava Market Research Report 2017

Global Cassava Market Research Report 2017

Table of Contents

Global Cassava Market Research Report 2017

1 Cassava Market Overview

- 1.1 Product Overview and Scope of Cassava
- 1.2 Cassava Segment by Types
 - 1.2.1 Global Production Market Share of Cassava by Types in 2016
- 1.3 Cassava Segment by Applications
 - 1.3.1 Cassava Consumption Market Share by Applications in 2016
 - 1.3.2 Industry
 - 1.3.3 Food
 - 1.3.4 Other
- 1.4 Cassava Market by Regions
 - 1.4.1 North America Status and Prospect (2012-2022)
 - 1.4.2 China Status and Prospect (2012-2022)
 - 1.4.3 Europe Status and Prospect (2012-2022)
 - 1.4.4 Japan Status and Prospect (2012-2022)
 - 1.4.5 Southeast Asia Status and Prospect (2012-2022)
 - 1.4.6 India Status and Prospect (2012-2022)
- 1.5 Global Market Size (Value) of Cassava (2012-2022)

2 Global Cassava Market Competition by Countries

- 2.1 Global Cassava Production and Share by Countries (2015 and 2016)
- 2.2 Global Cassava Revenue and Share by Countries (2015 and 2016)
- 2.3 Global Cassava Average Price by Countries (2015 and 2016)
- 2.4 Countries Cassava Manufacturing Base Distribution, Sales Area, Product Types
- 2.5 Cassava Market Competitive Situation and Trends
 - 2.5.1 Cassava Market Concentration Rate
 - 2.5.2 Cassava Market Share of Top 3 and Top 5 Countries
 - 2.5.3 Mergers & Acquisitions, Expansion

3 Global Cassava Production, Revenue (Value) by Regions (2012-2017)

- 3.1 Global Cassava Production and Market Share by Regions (2012-2017)
- 3.2 Global Cassava Revenue (Value) and Market Share by Regions (2012-2017)
- 3.3 Global Cassava Production, Revenue, Price and Gross Margin (2012-2017)
- 3.4 North America Cassava Production, Revenue, Price and Gross Margin (2012-2017)
- 3.6 Europe Cassava Production, Revenue, Price and Gross Margin (2012-2017)
- 3.7 China Cassava Production, Revenue, Price and Gross Margin (2012-2017)
- 3.8 Japan Cassava Production, Revenue, Price and Gross Margin (2012-2017)
- 3.9 Southeast Asia Cassava Production, Revenue, Price and Gross Margin (2012-2017)
- 3.10 India Cassava Production, Revenue, Price and Gross Margin (2012-2017)

4 Global Cassava Supply (Production), Consumption, Export, Import by Regions (2012-2017)

- 4.1 Global Cassava Consumption by Regions (2012-2017)
- 4.2 North America Cassava Production, Consumption, Export, Import by Regions (2012-2017)
- 4.3 Europe Cassava Production, Consumption, Export, Import by Regions (2012-2017)
- 4.4 China Cassava Production, Consumption, Export, Import by Regions (2012-2017)
- 4.5 Japan Cassava Production, Consumption, Export, Import by Regions (2012-2017)
- 4.6 Southeast Asia Cassava Production, Consumption, Export, Import by Regions (2012-2017)
- 4.7 India Cassava Production, Consumption, Export, Import by Regions (2012-2017)

5 Global Cassava Production, Revenue (Value), Price Trend by Types

- 5.1 Global Cassava Production and Market Share by Types (2012-2017)
- 5.2 Global Cassava Revenue and Market Share by Types (2012-2017)
- 5.3 Global Cassava Price by Type (2012-2017)
- 5.4 Global Cassava Production Growth by Type (2012-2017)

6 Global Cassava Market Analysis by Applications

- 6.1 Global Cassava Consumption and Market Share by Applications (2012-2017)
- 6.2 Global Cassava Consumption Growth Rate by Applications (2012-2017)
- 6.3 Market Drivers and Opportunities
 - 6.3.1 Potential Applications
 - 6.3.2 Emerging Markets/Countries

7 Global Cassava by Countries

- 7.1 Nigeria
- 7.2 Indonesia
- 7.3 Thailand
- 7.4 Congo
- 7.5 Ghana
- 7.6 Brazil
- 7.7 Angola
- 7.8 Mozambique
- 7.9 Vietnam
- 7.10 India

...

8 Cassava Manufacturing Cost Analysis

- 8.1 Cassava Key Raw Materials Analysis
 - 8.1.1 Key Raw Materials
 - 8.1.2 Price Trend of Key Raw Materials
 - 8.1.3 Key Suppliers of Raw Materials
 - 8.1.4 Market Concentration Rate of Raw Materials

8.2 Proportion of Manufacturing Cost Structure

8.2.1 Raw Materials

8.2.2 Labor Cost

8.2.3 Manufacturing Expenses

8.3 Manufacturing Process Analysis of Cassava

9 Industrial Chain, Sourcing Strategy and Downstream Buyers

9.1 Cassava Industrial Chain Analysis

9.2 Upstream Raw Materials Sourcing

9.3 Raw Materials Sources of Cassava Major Manufacturers in 2016

9.4 Downstream Buyers

10 Marketing Strategy Analysis, Distributors/Traders

10.1 Marketing Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.1.3 Marketing Channel Development Trend

10.2 Market Positioning

10.2.1 Pricing Strategy

10.2.2 Brand Strategy

10.2.3 Target Client

10.3 Distributors/Traders List

11 Market Effect Factors Analysis

11.1 Technology Progress/Risk

11.1.1 Substitutes Threat

11.1.2 Technology Progress in Related Industry

11.2 Consumer Needs/Customer Preference Change

11.3 Economic/Political Environmental Change

12 Global Cassava Market Forecast (2017-2022)

12.1 Global Cassava Production, Revenue Forecast (2017-2022)

12.2 Global Cassava Production, Consumption Forecast by Regions (2017-2022)

12.3 Global Cassava Production Forecast by Type (2017-2022)

12.4 Global Cassava Consumption Forecast by Application (2017-2022)

12.5 Cassava Price Forecast (2017-2022)

13 Research Findings and Conclusion

14 Appendix

Disclosure Section

Research Methodology

Data Source

Disclaimer

List of Tables and Figures

Figure Picture of Cassava

Figure Global Production Market Share of Cassava by Types in 2016

Table Classification of Cassava

Table Cassava Consumption Market Share by Applications in 2016

Table Applications of Cassava

Figure Industry Examples

Figure Food Examples

Figure North America Cassava Revenue (Million USD) and Growth Rate (2012-2022)

Figure China Cassava Revenue (Million USD) and Growth Rate (2012-2022)

Figure Europe Cassava Revenue (Million USD) and Growth Rate (2012-2022)

Figure Japan Cassava Revenue (Million USD) and Growth Rate (2012-2022)

Figure Southeast Asia Cassava Revenue (Million USD) and Growth Rate (2012-2022)

Figure India Cassava Revenue (Million USD) and Growth Rate (2012-2022)

Figure Global Cassava Revenue (Million USD) and Growth Rate (2012-2022)

Table Global Cassava Production of Key Countries (2015 and 2016)

Table Global Cassava Production Share by Countries (2015 and 2016)

Figure 2016 Cassava Production Share by Countries

Table Global Cassava Revenue (Million USD) by Countries (2015 and 2016)

Table Global Cassava Revenue Share by Countries (2015 and 2016)

Table 2015 Global Cassava Revenue Share by Countries

Table 2016 Global Cassava Revenue Share by Countries

Table Global Market Cassava Average Price of Key Countries (2015 and 2016)

Figure Global Market Cassava Average Price of Key Countries in 2016

Table Countries Cassava Manufacturing Base Distribution and Sales Area

Table Countries Cassava Product Types

Figure Cassava Market Share of Top 3 Countries

Figure Cassava Market Share of Top 5 Countries

Table Global Cassava Production by Regions (2012-2017)

Figure Global Cassava Production Market Share by Regions (2012-2017)

Figure Global Cassava Production Market Share by Regions (2012-2017)

Figure 2016 Global Cassava Production Market Share by Regions

Table Global Cassava Revenue by Regions (2012-2017)

Table Global Cassava Revenue Market Share by Regions (2012-2017)

Table 2016 Global Cassava Revenue Market Share by Regions

Table Global Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table North America Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table Europe Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table China Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table Japan Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table Southeast Asia Cassava Production, Revenue, Price and Gross Margin (2012-2017)
Table India Cassava Production, Revenue, Price and Gross Margin (2012-2017)
Table Global Cassava Consumption Market by Regions (2012-2017)
Table Global Cassava Consumption Market Share by Regions (2012-2017)
Figure Global Cassava Consumption Market Share by Regions (2012-2017)
Figure 2016 Global Cassava Consumption Market Share by Regions
Table North America Cassava Production, Consumption, Import & Export (2012-2017)
Table Europe Cassava Production, Consumption, Import & Export (2012-2017)
Table China Cassava Production, Consumption, Import & Export (2012-2017)
Table Japan Cassava Production, Consumption, Import & Export (2012-2017)
Table Southeast Asia Cassava Production, Consumption, Import & Export (2012-2017)
Table India Cassava Production, Consumption, Import & Export (2012-2017)
Table Global Cassava Production by Types (2012-2017)
Table Global Cassava Production Share by Types (2012-2017)
Figure Production Market Share of Cassava by Types (2012-2017)
Figure 2016 Production Market Share of Cassava by Types
Table Global Cassava Revenue by Types (2012-2017)
Table Global Cassava Revenue Share by Types (2012-2017)
Figure Production Revenue Share of Cassava by Types (2012-2017)
Figure 2016 Revenue Market Share of Cassava by Types
Table Global Cassava Price by Types (2012-2017)
Figure Global Cassava Production Growth by Type (2012-2017)
Table Global Cassava Consumption by Applications (2012-2017)
Table Global Cassava Consumption Market Share by Applications (2012-2017)
Figure Global Cassava Consumption Market Share by Applications in 2016
Table Global Cassava Consumption Growth Rate by Applications (2012-2017)
Figure Global Cassava Consumption Growth Rate by Applications (2012-2017)
Table Production Base and Market Concentration Rate of Raw Material
Figure Price Trend of Key Raw Materials
Table Key Suppliers of Raw Materials
Figure Manufacturing Cost Structure of Cassava
Figure Manufacturing Process Analysis of Cassava
Figure Cassava Industrial Chain Analysis
Table Raw Materials Sources of Cassava Major Manufacturers in 2016
Table Major Buyers of Cassava
Table Distributors/Traders List
Figure Global Cassava Production and Growth Rate Forecast (2017-2022)
Figure Global Cassava Revenue and Growth Rate Forecast (2017-2022)
Table Global Cassava Production Forecast by Regions (2017-2022)
Table Global Cassava Consumption Forecast by Regions (2017-2022)
Table Global Cassava Production Forecast by Type (2017-2022)

Table Global Cassava Consumption Forecast by Application (2017-2022)

1 Cassava Market Overview

1.1 Product Overview and Scope of Cassava

Cassava is the third-largest source of food carbohydrates in the tropics, after rice and maize. This report mainly covers Cassava market.

Figure Picture of Cassava



1.2 Cassava Segment by Types

1.2.1 Global Production Market Share of Cassava by Types in 2016

Figure Global Production Market Share of Cassava by Types in 2016

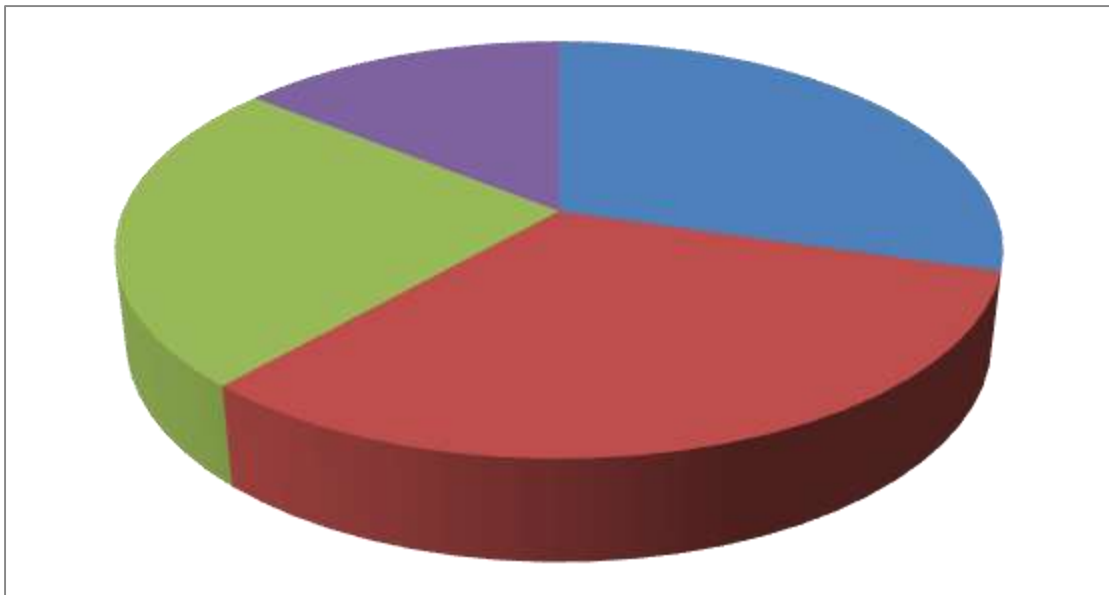
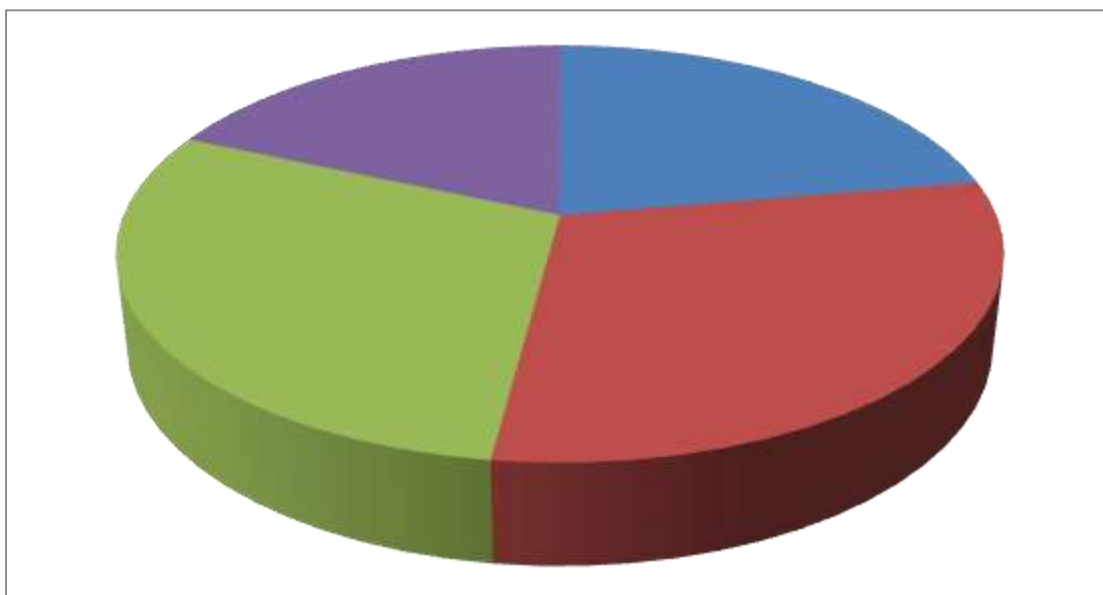


Table Classification of Cassava

	Types	Feature	Description
1			
2			
3			

1.3 Cassava Segment by Applications

1.3.1 Cassava Consumption Market Share by Applications in 2016

Table Cassava Consumption Market Share by Applications in 2016**Table Applications of Cassava**

	Applications	Feature	Description
1			
2			
3			

1.3.2 Industry

Industry

Figure Industry Examples

1.3.3 Food

Food

Figure Food Examples

1.3.4 Other

1.4 Cassava Market by Regions

1.4.1 North America Status and Prospect (2012-2022)

Figure North America Cassava Revenue (Million USD) and Growth Rate (2012-2022)

1.4.2 China Status and Prospect (2012-2022)

Figure China Cassava Revenue (Million USD) and Growth Rate (2012-2022)

1.4.3 Europe Status and Prospect (2012-2022)

Figure Europe Cassava Revenue (Million USD) and Growth Rate (2012-2022)

1.4.4 Japan Status and Prospect (2012-2022)

Figure Japan Cassava Revenue (Million USD) and Growth Rate (2012-2022)

1.4.5 Southeast Asia Status and Prospect (2012-2022)

Figure Southeast Asia Cassava Revenue (Million USD) and Growth Rate (2012-2022)

1.4.6 India Status and Prospect (2012-2022)

Figure India Cassava Revenue (Million USD) and Growth Rate (2012-2022)

1.5 Global Market Size (Value) of Cassava (2012-2022)

Figure Global Cassava Revenue (Million USD) and Growth Rate (2012-2022)

1.6 Cassava and maize as regard their supply, demand, production, market, processing, storage and bye-products of these crops along their food supply chains

...

2 Global Cassava Market Competition by Countries

2.1 Global Cassava Production and Share by Countries (2015 and 2016)

Table Global Cassava Production of Key Countries (2015 and 2016)

Production	2015	2016
Nigeria		
Indonesia		
Thailand		
Congo		
Ghana		
...		
Total		

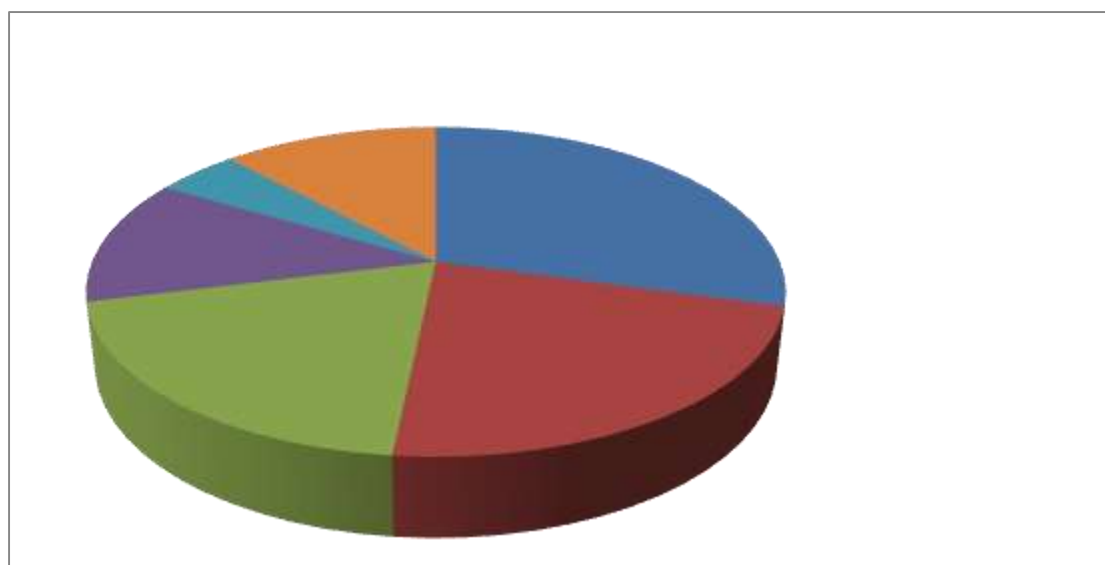
Above companies;

Table Global Cassava Production Share by Countries (2015 and 2016)

Production Share	2015	2016
Nigeria		
Indonesia		
...		
Total		

Above companies;

Figure 2016 Cassava Production Share by Countries



Above companies;

2.2 Global Cassava Revenue and Share by Countries (2015 and 2016)

Table Global Cassava Revenue (Million USD) by Countries (2015 and 2016)

Revenue	2015	2016
Nigeria		
Indonesia		
...		
Total		

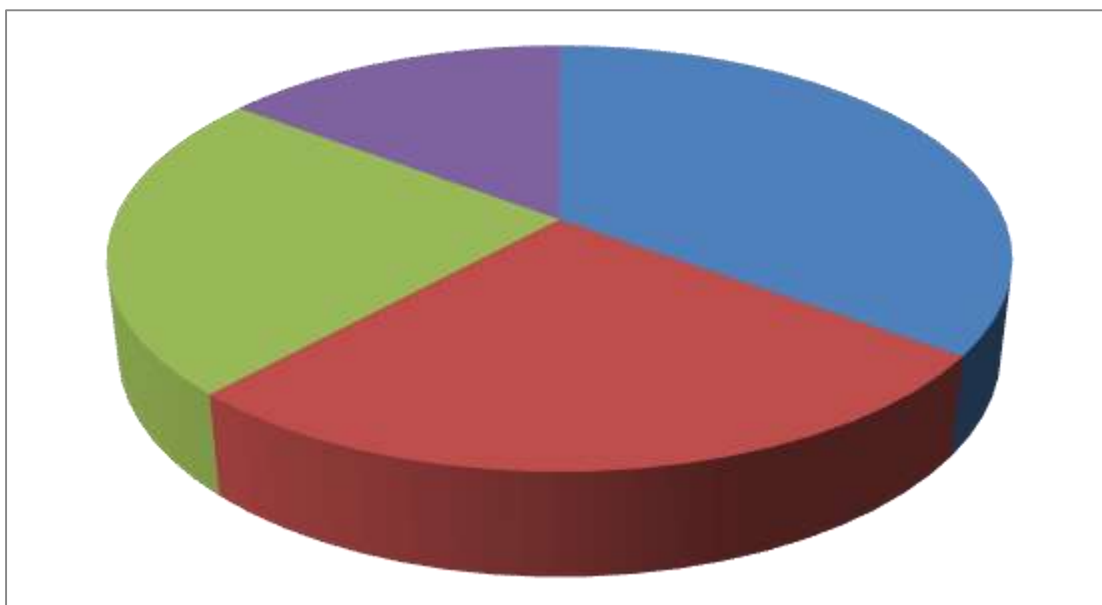
Above companies;

Table Global Cassava Revenue Share by Countries (2015 and 2016)

Revenue Share	2015	2016
Nigeria		
Indonesia		
...		
Total		

Above companies;

Table 2015 Global Cassava Revenue Share by Countries



Above companies;

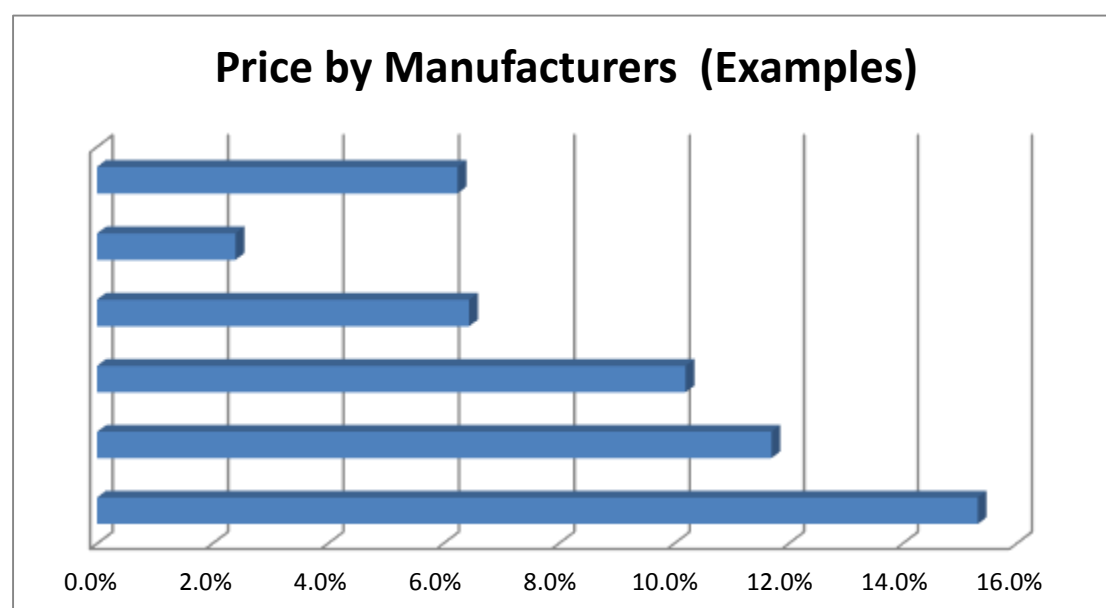
Table 2016 Global Cassava Revenue Share by Countries

Above companies;

2.3 Global Cassava Average Price by Countries (2015 and 2016)**Table Global Market Cassava Average Price of Key Countries (2015 and 2016)**

	2015	2016
Nigeria		
Indonesia		
...		
Total		

Above companies;

Figure Global Market Cassava Average Price of Key Countries in 2016

Above companies;

2.4 Countries Cassava Manufacturing Base Distribution, Sales Area, Product Types**Table Countries Cassava Manufacturing Base Distribution and Sales Area**

	Manufacturing Base Distribution	Sales Area
Nigeria		

Indonesia

...

Above companies;

Table Countries Cassava Product Types

Product Types
Nigeria
Indonesia
...

Above companies;

2.5 Cassava Market Competitive Situation and Trends

2.5.1 Cassava Market Concentration Rate

2.5.2 Cassava Market Share of Top 3 and Top 5 Countries

Figure Cassava Market Share of Top 3 Countries

Above companies;

Figure Cassava Market Share of Top 5 Countries

Above companies;

2.5.3 Mergers & Acquisitions, Expansion

3 Global Cassava Production, Revenue (Value) by Regions (2012-2017)

3.1 Global Cassava Production and Market Share by Regions (2012-2017)

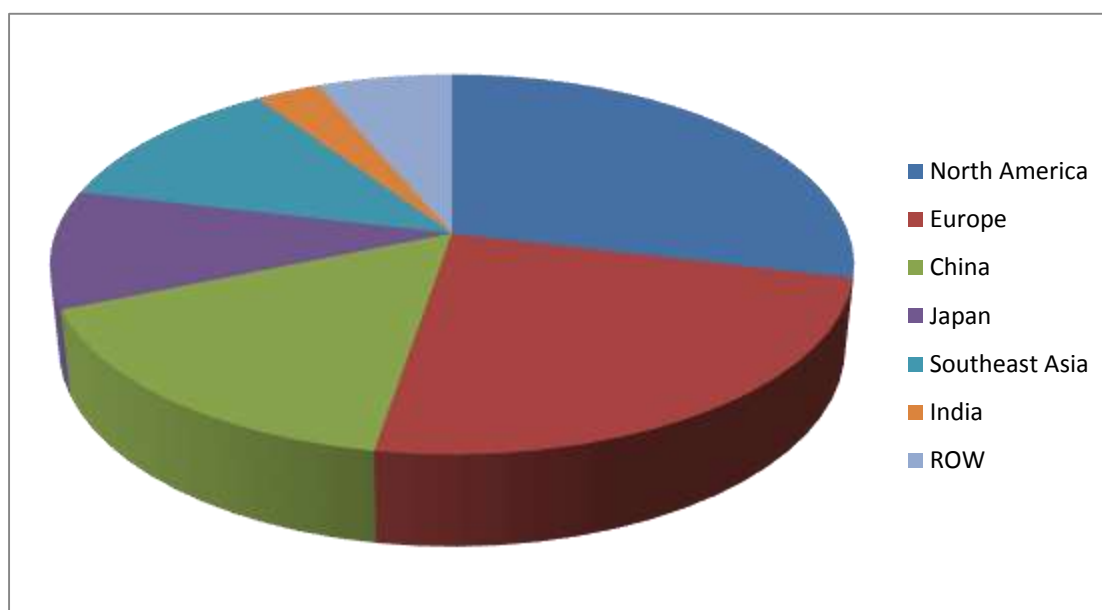
Table Global Cassava Production by Regions (2012-2017)

	2012	2013	2014	2015	2016	2017
USA						
Europe						
China						
Japan						
Southeast Asia						
India						
ROW						
Total						

Figure Global Cassava Production Market Share by Regions (2012-2017)

	2012	2013	2014	2015	2016	2017
USA						
Europe						
China						
Japan						
Southeast Asia						
India						
ROW						
Total						

Figure Global Cassava Production Market Share by Regions (2012-2017)

Figure 2016 Global Cassava Production Market Share by Regions**3.2 Global Cassava Revenue (Value) and Market Share by Regions (2012-2017)****Table Global Cassava Revenue by Regions (2012-2017)**

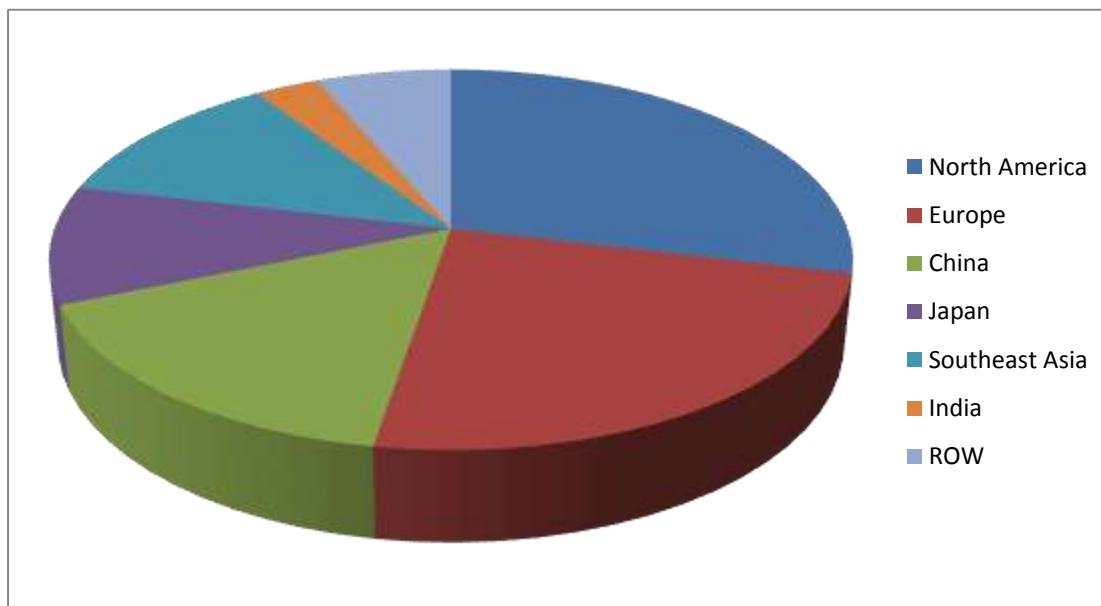
	2012	2013	2014	2015	2016	2017
USA						
Europe						
China						
Japan						
Southeast Asia						
India						
ROW						
Total						

Table Global Cassava Revenue Market Share by Regions (2012-2017)

	2012	2013	2014	2015	2016	2017
USA						
Europe						
China						
Japan						
Southeast Asia						

India
ROW
Total

Table 2016 Global Cassava Revenue Market Share by Regions



3.3 Global Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table Global Cassava Production, Revenue, Price and Gross Margin (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Revenue						
Price						
Gross Profit						
Cost						
Gross Margin						

3.4 North America Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table North America Cassava Production, Revenue, Price and Gross Margin (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Revenue						
Price						
Gross Profit						
Cost						
Gross Margin						

3.6 Europe Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table Europe Cassava Production, Revenue, Price and Gross Margin (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Revenue						
Price						
Gross Profit						
Cost						
Gross Margin						

3.7 China Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table China Cassava Production, Revenue, Price and Gross Margin (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Revenue						
Price						
Gross Profit						
Cost						
Gross Margin						

3.8 Japan Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table Japan Cassava Production, Revenue, Price and Gross Margin (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Revenue						
Price						
Gross Profit						
Cost						
Gross Margin						

3.9 Southeast Asia Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table Southeast Asia Cassava Production, Revenue, Price and Gross Margin (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Revenue						
Price						
Gross Profit						
Cost						
Gross Margin						

3.10 India Cassava Production, Revenue, Price and Gross Margin (2012-2017)

Table India Cassava Production, Revenue, Price and Gross Margin (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Revenue						
Price						
Gross Profit						
Cost						

Gross Margin

4 Global Cassava Supply (Production), Consumption, Export, Import by

Regions (2012-2017)

4.1 Global Cassava Consumption by Regions (2012-2017)

Table Global Cassava Consumption Market by Regions (2012-2017)

	2012	2013	2014	2015	2016	2017
USA						
Europe						
China						
Japan						
Southeast Asia						
India						
ROW						
Total						

Table Global Cassava Consumption Market Share by Regions (2012-2017)

	2012	2013	2014	2015	2016	2017
USA						
Europe						
China						
Japan						
Southeast Asia						
India						
ROW						
Total						

Figure Global Cassava Consumption Market Share by Regions (2012-2017)

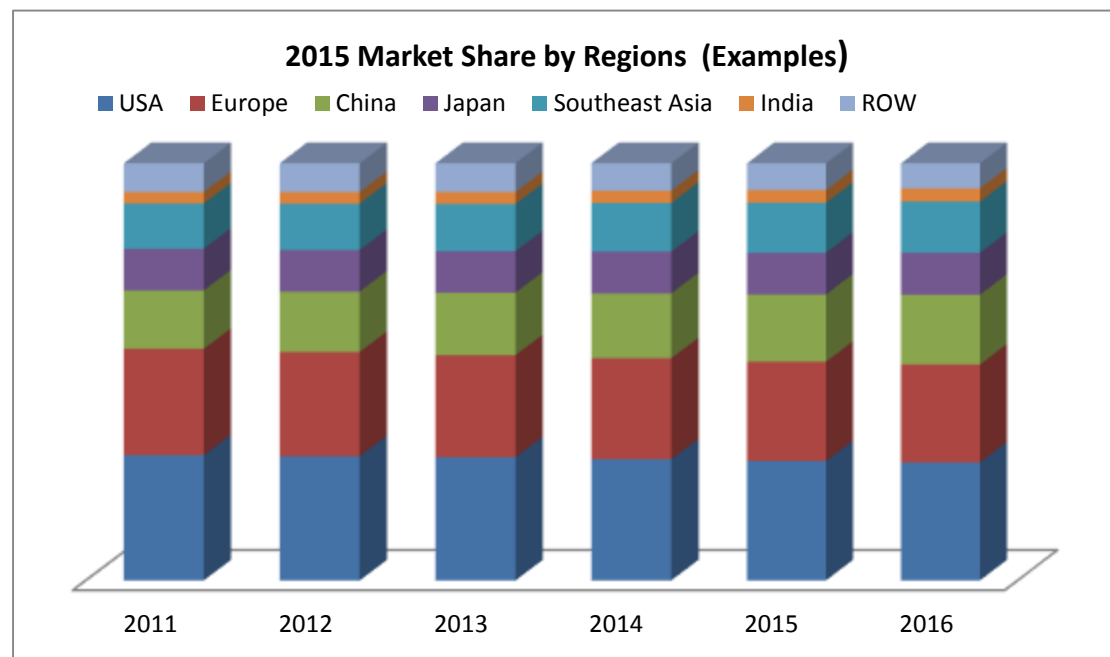
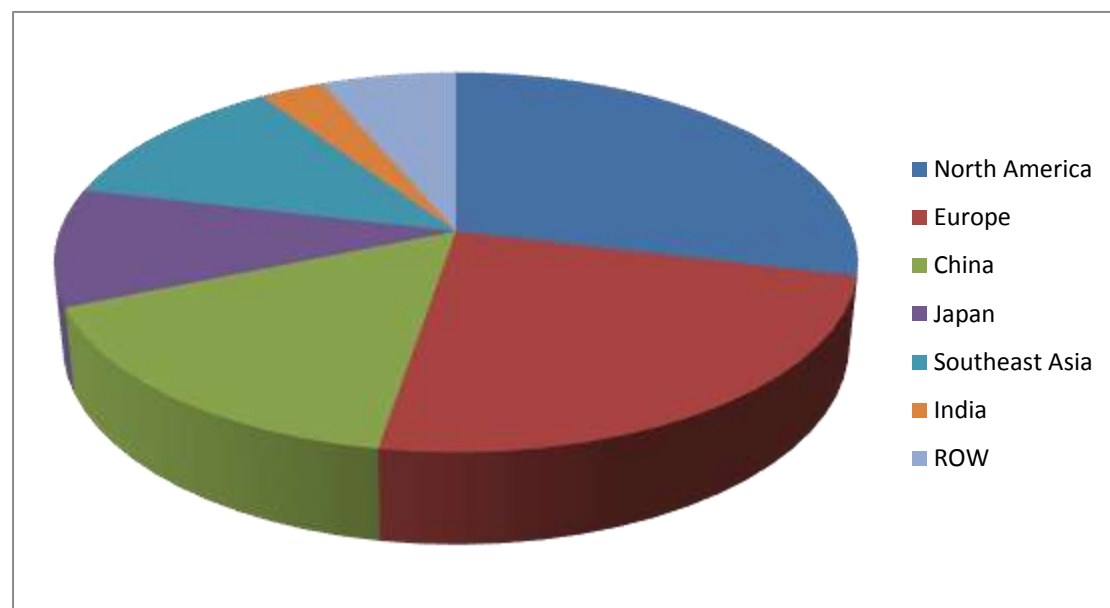


Figure 2016 Global Cassava Consumption Market Share by Regions



4.2 North America Cassava Production, Consumption, Export, Import by Regions (2012-2017)

Table North America Cassava Production, Consumption, Import & Export (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Import						
Export						
Consumption						

4.3 Europe Cassava Production, Consumption, Export, Import by Regions (2012-2017)

Table Europe Cassava Production, Consumption, Import & Export (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Import						
Export						
Consumption						

4.4 China Cassava Production, Consumption, Export, Import by Regions (2012-2017)

Table China Cassava Production, Consumption, Import & Export (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Import						
Export						
Consumption						

4.5 Japan Cassava Production, Consumption, Export, Import by Regions (2012-2017)

Table Japan Cassava Production, Consumption, Import & Export (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Import						
Export						
Consumption						

4.6 Southeast Asia Cassava Production, Consumption, Export, Import by Regions (2012-2017)

Table Southeast Asia Cassava Production, Consumption, Import & Export (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Import						
Export						
Consumption						

4.7 India Cassava Production, Consumption, Export, Import by Regions (2012-2017)

Table India Cassava Production, Consumption, Import & Export (2012-2017)

	2012	2013	2014	2015	2016	2017
Production						
Import						
Export						
Consumption						

5 Global Cassava Production, Revenue (Value), Price Trend by Types

5.1 Global Cassava Production and Market Share by Types (2012-2017)

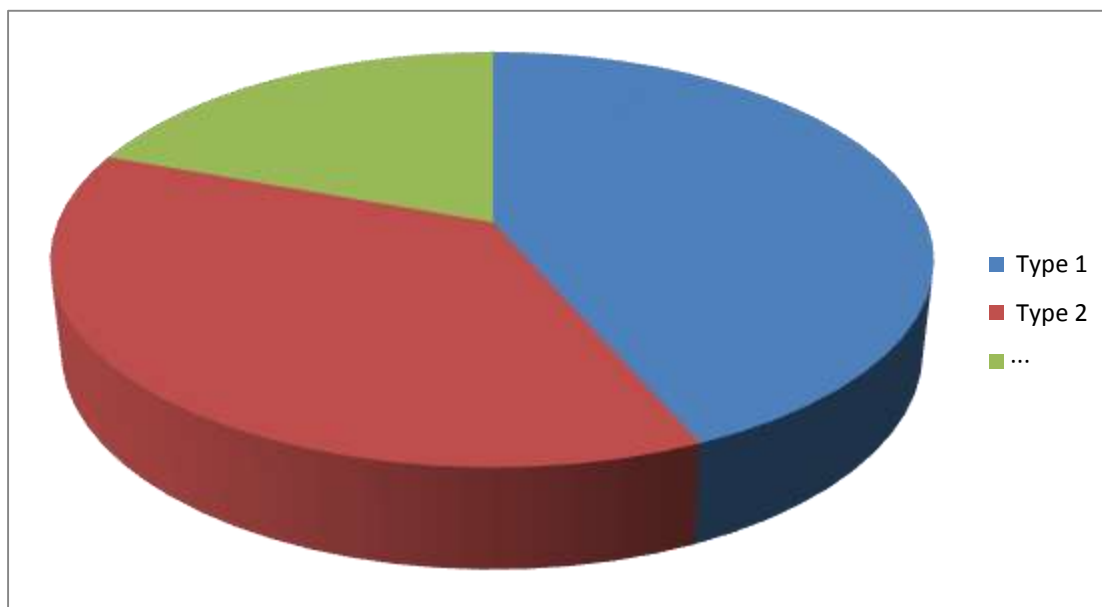
Table Global Cassava Production by Types (2012-2017)

2012	2013	2014	2015	2016	2017
...					
Total					

Table Global Cassava Production Share by Types (2012-2017)

2012	2013	2014	2015	2016	2017
...					
Total					

Figure Production Market Share of Cassava by Types (2012-2017)

Figure 2016 Production Market Share of Cassava by Types

5.2 Global Cassava Revenue and Market Share by Types (2012-2017)

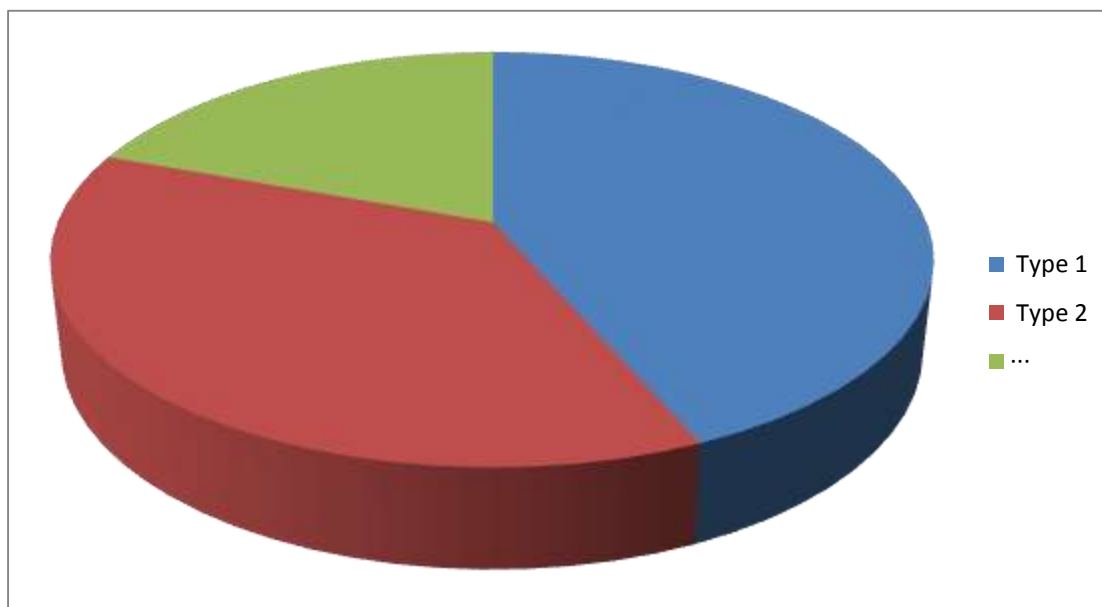
Table Global Cassava Revenue by Types (2012-2017)

2012	2013	2014	2015	2016	2017
...					
Total					

Table Global Cassava Revenue Share by Types (2012-2017)

2012	2013	2014	2015	2016	2017
...					
Total					

Figure Production Revenue Share of Cassava by Types (2012-2017)

Figure 2016 Revenue Market Share of Cassava by Types

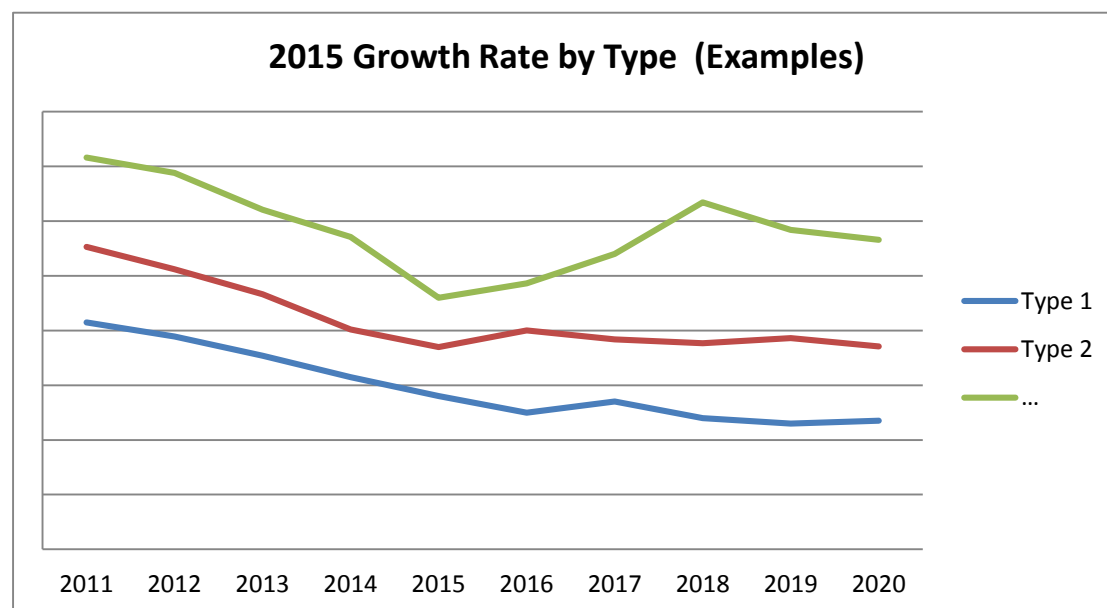
5.3 Global Cassava Price by Type (2012-2017)

Table Global Cassava Price by Types (2012-2017)

	2012	2013	2014	2015	2016	2017
...						
Total						

5.4 Global Cassava Production Growth by Type (2012-2017)

Figure Global Cassava Production Growth by Type (2012-2017)



6 Global Cassava Market Analysis by Applications

6.1 Global Cassava Consumption and Market Share by Applications (2012-2017)

Table Global Cassava Consumption by Applications (2012-2017)

	2012	2013	2014	2015	2016	2017
Industry						
Food						
...						
Total						

Table Global Cassava Consumption Market Share by Applications (2012-2017)

	2012	2013	2014	2015	2016	2017
Industry						
Food						
...						
Total						

Figure Global Cassava Consumption Market Share by Applications in 2016

6.2 Global Cassava Consumption Growth Rate by Applications (2012-2017)

Table Global Cassava Consumption Growth Rate by Applications (2012-2017)

	2012	2013	2014	2015	2016	2017
Industry						
Food						
...						

Figure Global Cassava Consumption Growth Rate by Applications (2012-2017)

6.3 Market Drivers and Opportunities

6.3.1 Potential Applications

6.3.2 Emerging Markets/Countries

7 Global Cassava by Countries

7.1 Nigeria

7.2 Indonesia

7.3 Thailand

7.4 Congo

7.5 Ghana

7.6 Brazil

7.7 Angola

7.8 Mozambique

7.9 Vietnam

7.10 India

...

8 Cassava Manufacturing Cost Analysis

8.1 Cassava Key Raw Materials Analysis

8.1.1 Key Raw Materials

Table Production Base and Market Concentration Rate of Raw Material

Raw Materials	Production Base	Market Concentration Rate
Raw Material A		
Raw Material B		
...		

8.1.2 Price Trend of Key Raw Materials

Figure Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

Table Key Suppliers of Raw Materials

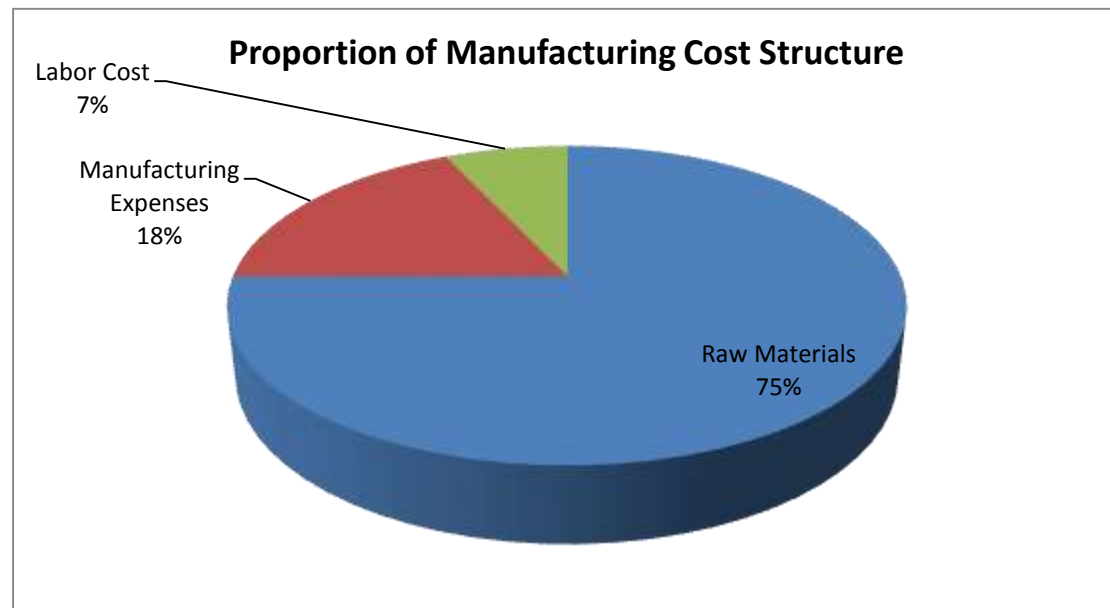
	Company	Website	Location
Raw Material A	Supplier 1		
	Supplier 2		
	Supplier 3		
	Supplier 4		
	Supplier 5		
Raw Material B	Supplier 1		
	Supplier 2		
	Supplier 3		
	Supplier 4		
	Supplier 5		

Above Companies;

8.1.4 Market Concentration Rate of Raw Materials

8.2 Proportion of Manufacturing Cost Structure

Figure Manufacturing Cost Structure of Cassava



8.2.1 Raw Materials

The raw materials include the direct material, like raw materials, accessory material and packing materials.

8.2.2 Labor Cost

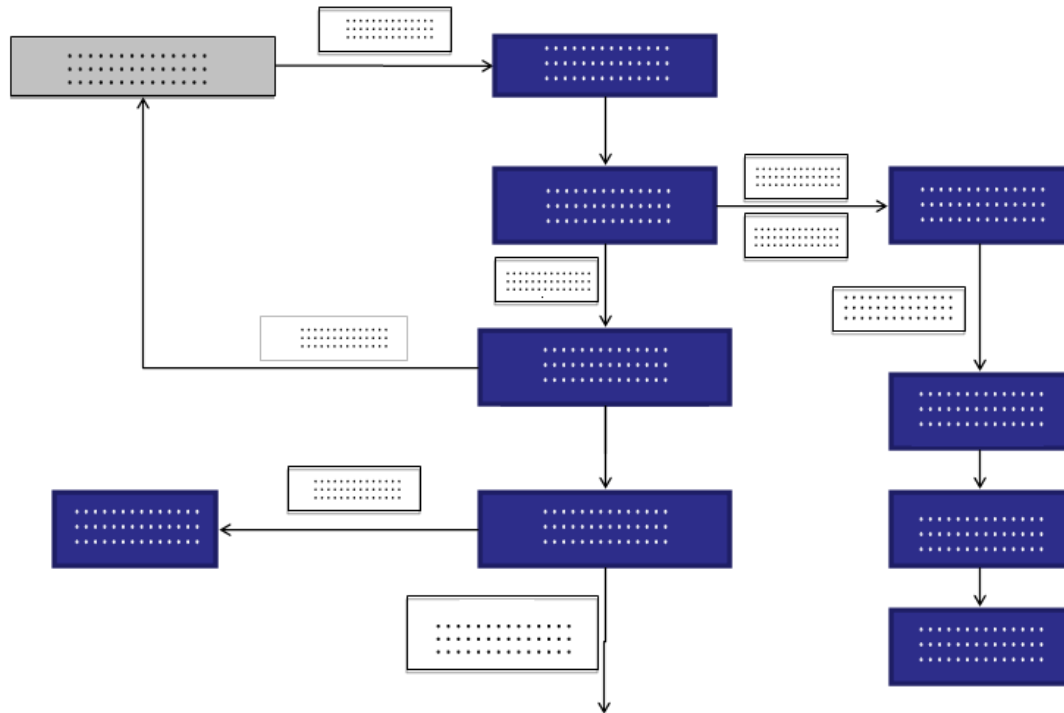
This includes the Direct Labor Costs in production line, like the wages and welfare.

8.2.3 Manufacturing Expenses

This section includes a lot of items, like the depreciation costs for the equipment, plants, staff dormitories and storehouses etc., also includes the energy costs like water and electricity, industrial gas and steam, as well as expenses like Safety and Health, low value consumables and spare parts, sporadic materials.

8.3 Manufacturing Process Analysis of Cassava

Figure Manufacturing Process Analysis of Cassava



9 Industrial Chain, Sourcing Strategy and Downstream Buyers

9.1 Cassava Industrial Chain Analysis

Figure Cassava Industrial Chain Analysis



9.2 Upstream Raw Materials Sourcing

Raw Materials are important component, occupying for the most proportion of cost. It's important and necessary to attach importance to raw materials sourcing. In general, the raw materials need to outsourcing, and the price, on-time rate and quality are very key indicators, to keep competitive market position, to maximize the profit.

Actually, the price, on-time rate or quality, is just one of key factors to influence on the supply and competitiveness. The lowest total production cost is the total index to maximize the profit.

To a producer, can control the total production cost through worldwide procurement, localization procurement and concentrative purchase, more purchasing focuses on fewer suppliers to large-scale purchase, to large-scale and high efficiency. Now the logistics and information is well-developed, beneficial to worldwide procurement, localization procurement and concentrative purchase. In future, more manufacturers will attach importance to the raw materials purchasing, with strategic sourcing.

9.3 Raw Materials Sources of Cassava Major Manufacturers in 2016

Table Raw Materials Sources of Cassava Major Manufacturers in 2016

9.4 Downstream Buyers

Table Major Buyers of Cassava

Regions	Buyers	Website
USA		
Europe		
Japan		
China		

10 Marketing Strategy Analysis, Distributors/Traders

10.1 Marketing Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.1.3 Marketing Channel Development Trend

10.2 Market Positioning

10.2.1 Pricing Strategy

10.2.2 Brand Strategy

10.2.3 Target Client

10.3 Distributors/Traders List

Table Distributors/Traders List

Regions	Distributors/Traders Name	Website
USA		
Europe		
Japan		
China		

11 Market Effect Factors Analysis

11.1 Technology Progress/Risk

11.1.1 Substitutes Threat

11.1.2 Technology Progress in Related Industry

Like the mobile internet,

11.2 Consumer Needs/Customer Preference Change

Consumers are generally quick-change, to get or use newfangled products, better experience, better convenience and more quicker; to find and meet the needs of consumers, and exceeding expectation, better service. The world changes quickly, especially in mobile internet and consumer electronics, and now the mobile internet and consumer electronics are changing the traditional sectors, to more efficient, more cheaper and powerful.

11.3 Economic/Political Environmental Change

At present, global economy is fluctuant, and most countries take measures to stimulate the economy, especially in Japan, Europe, Australia and the resources providing countries, like Russia, Middle East, Brazil etc. In many fields, China is the largest consumer, but in the past several years, China's economic growth slows. The China government is reforming the economic structure, to release energy of economy. USA economy is relatively stable with low-speed-growth, but in future, it also is full of risk. In Southeast Asia, the economy also is fluctuated the economic base is comparatively unsubstantial, due to the exchange fluctuations. In India, although many people look to further increase in India, but the economic aggregate is too low and the infrastructure is behindhand and inefficient. In a long term, India will keep a stable and low growth in economy, due to its economic structure and bureaucratic system.

On the other hand, the political factors, like government succession, security fears, trade dispute, domestic employment, even the regional military crisis, always affect the economic activity, country to country, corporation to country. So it needs us with deep insight, to analyze the prospect avoid risk, to grasp the opportunity and reduce

losses.

12 Global Cassava Market Forecast (2017-2022)

12.1 Global Cassava Production, Revenue Forecast (2017-2022)

Figure Global Cassava Production and Growth Rate Forecast (2017-2022)

Figure Global Cassava Revenue and Growth Rate Forecast (2017-2022)

12.2 Global Cassava Production, Consumption Forecast by Regions (2017-2022)

Table Global Cassava Production Forecast by Regions (2017-2022)

	2017	2018	2019	2020	2021	2022
USA						
Europe						
China						
Japan						
Southeast Asia						
India						
ROW						
Total						

Table Global Cassava Consumption Forecast by Regions (2017-2022)

	2017	2018	2019	2020	2021	2022
USA						
Europe						
China						
Japan						
Southeast Asia						
India						

ROW
Total

12.3 Global Cassava Production Forecast by Type (2017-2022)

Table Global Cassava Production Forecast by Type (2017-2022)

2017	2018	2019	2020	2021	2022
...					
Total					

12.4 Global Cassava Consumption Forecast by Application (2017-2022)

Table Global Cassava Consumption Forecast by Application (2017-2022)

2017	2018	2019	2020	2021	2022
Industry					
Food					
...					
Total					

12.5 Cassava Price Forecast (2017-2022)

13 Research Findings and Conclusion

...

...

...

14 Appendix