



Analysis of **Key Destination Markets** for **Mongolian Meat Exporters**



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Abstract

Meat exports play an important role in Mongolia's economy. However, due to several constraints that hinder export growth, Mongolia cannot export its agricultural products to its full capacity. One of the main challenges for Mongolian meat exporters is to identify key destination markets for their products and know how to access them. Examining the conditions to access these markets of interest would thus help strengthen the export capacity of Mongolian meat exporters. From this perspective, this report analyses consumer preferences, trends, distribution channels, logistics and transportation options for the selected potential markets for Mongolia's meat exports, namely China, Japan, Viet Nam, the Russian Federation, and Kazakhstan. Recommendations are provided to facilitate the access of Mongolian meat exporters to these countries.

Table of contents

1	Project purpose	1
2	Export Market Selection	1
2.1	Criteria.....	1
2.1.1	Meat trade flows	1
2.1.2	Meat consumption.....	2
2.1.3	Cost of shipping per ton	2
2.1.4	Ranking system	2
2.2	Selected export markets.....	2
2.2.1	China	4
2.2.2	Japan.....	4
2.2.3	Russian Federation	4
2.2.4	Viet Nam	4
2.2.5	Kazakhstan	5
3	Market profiles	5
3.1	Market profile – China.....	6
3.1.1	Market trends and consumer preferences.....	6
3.1.2	Meat imports.....	7
3.1.3	Trade channels and transportation	9
3.1.4	Establishing a commercial partnership in China.....	10
3.2	Market profile – Japan	13
3.2.1	Market trends and consumer preferences.....	13
3.2.2	Meat imports.....	14
3.2.3	Trade channels and transportation	16
3.2.4	Establishing a commercial partnership in Japan	17
3.3	Market profile – Russian Federation	18
3.3.1	Market trends and consumer preferences.....	18
3.3.2	Meat imports.....	20
3.3.3	Trade channels and transportation	21
3.3.4	Establishing a commercial partnership in the Russian Federation	22
3.4	Market profile – Viet Nam.....	22
3.4.1	Market trends and consumer preferences.....	22
3.4.2	Meat imports.....	23
3.4.3	Trade channels and transportation	25

3.4.4	Establishing a commercial partnership in Viet Nam	26
3.5	Market profile – Kazakhstan.....	28
3.5.1	Market trends and consumer preferences.....	28
3.5.2	Meat imports.....	29
3.5.3	Trade channels and distribution	30
3.5.4	Establishing a commercial partnership in Kazakhstan	31
4	Conclusions and recommendations.....	33
4.1	Summary: Market profiles	33
4.1.1	Market trends and consumer preferences.....	33
4.1.2	Meat imports.....	34
4.1.3	Trade channels and transportation	34
4.2	Recommendations	35
4.2.1	Promote Mongolia’s meat and meat products at trade shows and events .	35
4.2.2	Distribute exported meat and meat products through strategic local partners 36	
4.2.3	Explore alternative distribution models in export markets.....	36

Figures

Figure 1	China: Per capita meat consumption, by type, 2010–2019	7
Figure 2	China: Total meat imports, by quantity, 2009–2019 (tons).....	8
Figure 3	The distribution network in China.....	11
Figure 4	Japan: Per capita meat consumption, by type, 2010–2019.....	14
Figure 5	Japan: Total meat imports, by quantity, 2010–2019	15
Figure 6	The distribution network in Japan	18
Figure 7	Russian Federation: Per capita meat consumption, by type, 2010– 2019	19
Figure 8	Russian Federation: Total meat imports, by quantity, 2010–2019	21
Figure 9	The distribution network in the Russian Federation	22
Figure 10	Viet Nam: Total meat imports, by quantity, 2010–2019	24
Figure 11	The distribution network in Viet Nam	27
Figure 12	Kazakhstan: Per capita meat consumption, by type, 2010–2019	29
Figure 13	Kazakhstan: Total meat imports, by quantity, 2010–2019	30
Figure 14	The distribution network in Kazakhstan	32

Tables

Table 1	Normalized scores for the selection of Mongolia's top 10 export markets	3
Table 2	Recent and forecast meat consumption per capita, 2018–2028 (kilograms)	3
Table 3	China: Export quota breakdown	12
Table 4	Stages of export development to China.....	12

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