

Market Environment Analysis and Development Strategies for Anshan Nanguo Pear

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Abstract: Under China's rural revitalization strategy, Anshan Nanguo Pear, as a geographical indication agricultural product in Liaoning Province, faces challenges in transitioning from regional specialty to national brand recognition. This study conducts a comprehensive market analysis, examining the current status of China's pear industry and Anshan Nanguo Pear specifically, while evaluating the industry's external environment. Key issues identified include limited market awareness and an underdeveloped industrial structure. Strategic recommendations focus on brand enhancement, product diversification, and value-added processing to foster market expansion.

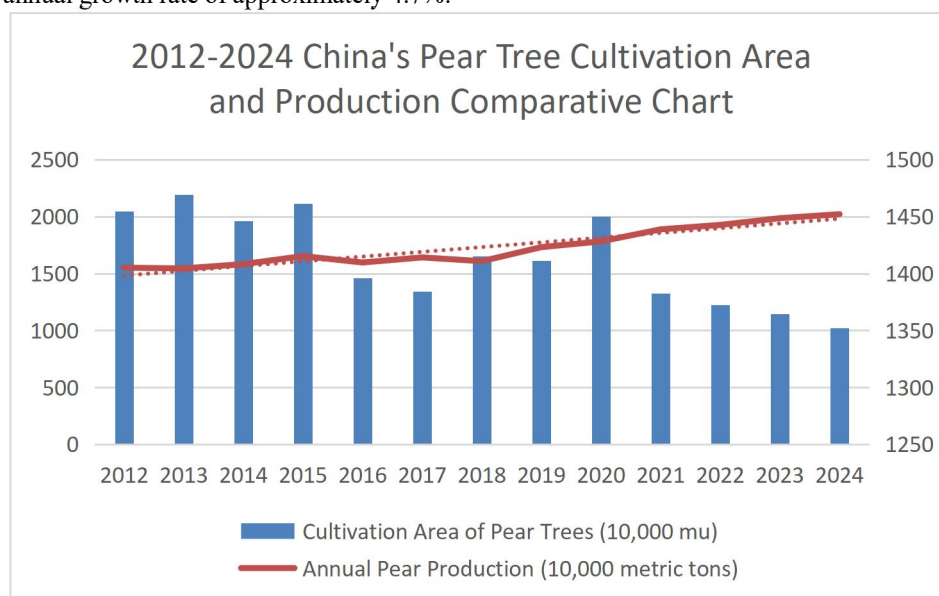
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1 Current Development Status of China's Pear Industry

1.1 Overall Production of China's Pear Industry

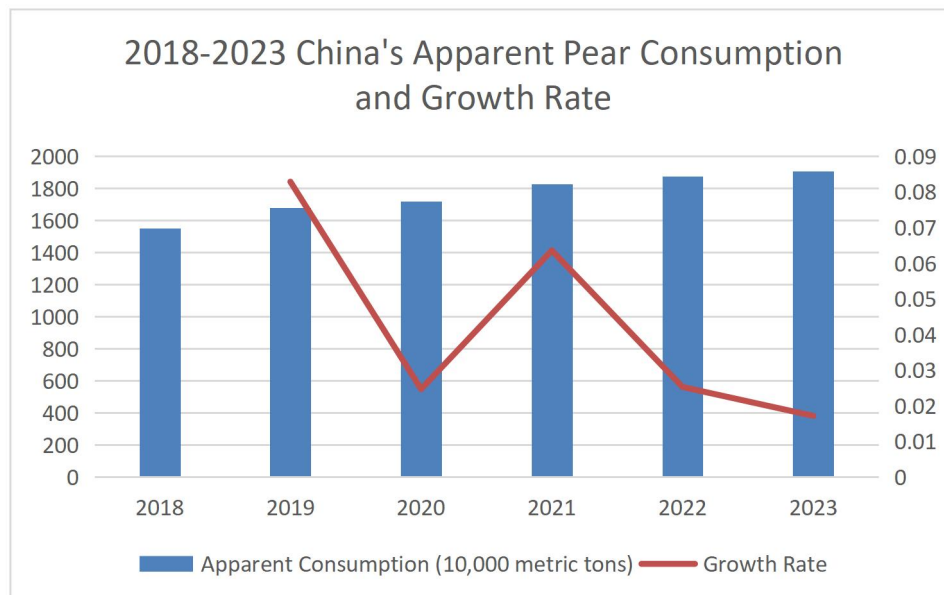
Due to structural adjustments, the planting area of pear trees in China has shown a slight annual decline, decreasing from 1.45458 million hectares in 2012 to an estimated 1.35234 million hectares in 2024, with a more noticeable downward trend since 2020. However, thanks to technological advancements, optimized varieties, and improved management, China's pear production has maintained steady growth, increasing from 15.5044 million tons to an estimated 20.2045 million tons, with an average annual growth rate of approximately 4.7%.



1.2 Consumption Scale of China's Pear Industry

Apparent consumption is used to measure the consumption scale of a commodity or resource in a country or region.

Based on data from the National Bureau of Statistics and China Customs, the apparent consumption of pears in China grew rapidly from 2018 to 2023. In 2023, the apparent consumption of pears reached an estimated 19.0684 million tons, a year-on-year increase of 1.72%. Compared with 2018, the apparent consumption increased by 23.07% over six years, with an average annual compound growth rate of about 4.27%. This indicates that consumer demand for pears continues to expand.



2 Current Development Status of Anshan Nanguo Pear

In 2024, Anshan City had a Nanguo Pear planting area of 410,000 mu (approximately 27,333 hectares), including 84,600 mu (5,640 hectares) of high-quality production zones, with an annual output of 410,000 tons and a total annual output value of 1.74 billion yuan. The combined annual production, storage, and processing output value reached 2.35 billion yuan. The city has built 1,256 controlled-atmosphere storage facilities, capable of storing 50,000 tons of Nanguo Pears. There is one permanent trading market and three seasonal markets. Currently, Anshan Nanguo Pear has been recognized as one of China's Top 100 Regional Agricultural Product Brands, with a brand value of 5.811 billion yuan. It is also listed as the "Second Batch of National Characteristic Agricultural Product Advantage Zones," indicating broad market prospects.

3 Industry Development Environment

This paper uses the PEST analysis method (Political, Economic, Social, and Technological) to evaluate the external development environment of the Anshan Nanguo Pear industry.

3.1 Political Environment

The national rural revitalization strategy and the "Opinions of the Central Committee of the Communist Party of China and the State Council on Further Deepening Rural Reform and Solidly Promoting Comprehensive Rural Revitalization" provide policy support for agricultural industrial upgrading. Additionally, the Anshan municipal government actively promotes the development of the Nanguo Pear processing industry, proposing strategies such as "building industrial parks, strengthening leading enterprises, supplementing industrial chains, and clustering industries" to support brand building and industrial chain extension.

3.2 Economic Environment

In 2024, the per capita disposable income of Anshan residents reached 24,640 yuan, showing a year-on-year growth trend in recent years. The potential of the rural consumer market has gradually been unlocked, providing broader space for Nanguo Pear sales. Meanwhile, the Nanguo Pear industry itself has become an important source of income for farmers,

accounting for over 80% of household income in major production areas, with an average per capita income increase of 7,500 yuan. In many towns and villages, the per capita income increase from Nanguo Pear exceeds 10,000 yuan.

3.3 Social Environment

With increasing consumer awareness of health, the demand for natural and healthy foods has risen. As a natural agricultural product with "green and healthy" and "lung-moistening" properties, Nanguo Pear has gained more consumer favor. Additionally, Anshan hosts cultural and tourism activities such as the "Pear Blossom Festival" and "Picking Festival," promoting the integration of industry and culture and enhancing brand influence.

3.4 Technological Environment

Anshan continues to inject smart agricultural technologies into the industry. Based on standardized planting, innovative deep-processing technologies and digital marketing systems have been developed through cooperation with research institutions. Meanwhile, drone technology has been applied to soil monitoring, yield prediction, and automated sorting, continuously improving product quality and production efficiency.

4 Current Market Issues

4.1 Limited Market Awareness

Although Nanguo Pear has rich usage value and is gradually recognized by consumers, its popularity and acceptance in mainstream markets remain limited. Compared to commonly consumed pear varieties, Nanguo Pear's regional characteristics have hindered its penetration into southern consumer markets, indicating room for improvement in consumer awareness and demand.

4.2 Single Industrial Structure

Despite the potential for deep processing into various derivative products, the current industrial chain remains weak in deep processing. Major production areas still focus on primary products, such as fresh fruit or simple processed goods.

5 Development Suggestions

5.1 Strengthen Brand Building

Enhance the unique brand of Anshan Nanguo Pear by improving standards and quality. Standardize brand usage to increase recognition and reputation. Accelerate the construction of brand standards and strengthen cultural empowerment through activities such as the Pear Blossom Festival, Harvest Festival, and Picking Festival to enrich brand culture and expand regional brand influence.

5.2 Promote Product Diversification and Deep Processing

Anshan Nanguo Pear is a typical agricultural product with health benefits. It can be developed into various value-added products tailored to regional dietary habits. For example, combining it with Guangdong's soup culture to create specialty Nanguo Pear soup can enhance its popularity in other provinces. This diversification strategy meets diverse consumer needs and creates new growth points for the industry. Meanwhile, deep-processing products such as Nanguo Pear wine, dried fruit, and pear syrup can increase farmers' income and expand market space.

6 Research Conclusion

From the above analysis, it can be seen that Anshan Nanguo Pear, as a characteristic geographical indication agricultural product in Anshan City, Liaoning Province, demonstrates strong development potential under the rural revitalization strategy but still faces challenges such as limited market awareness and a single industrial structure. On one hand, it is necessary to enhance brand recognition through standardized production, improved product quality, and cultural festival activities to expand national market influence. On the other hand, developing high-value-added products such as Nanguo Pear wine, dried fruit, and pear syrup, while adapting to regional consumption habits, can broaden application

scenarios. In the current competitive market environment, the Anshan Nanguo Pear industry must continuously reflect on and summarize experiences, adjusting product strategies to meet diverse consumer demands. Simultaneously, Anshan Nanguo Pear should strengthen brand building and intensify promotion of deep-processed products to gain broader consumer recognition, elevating it from a regional specialty to a national or even global agricultural benchmark.

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