

Xinhua Index | The Path to High-Quality Development of Gutian's Tremella Industry Through the Lens of Indices



中国经济信息社
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新华-中国（古田）银耳价格指数 年度运行分析报告 2024

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Beijing, China Dec 8, 2024 (Issuewire.com) - The "Xinhua-China (Gutian) Tremella Price Index Annual Analysis Report (2024)", compiled by the Xinhua Index Academy and jointly launched by [China Economic Information Service](#), the People's Government of Gutian County, and the China Edible Fungi Association, was officially released at the First Tremella Industry Development Conference on December 5. The index focuses on representative products of Gutian Tremella, including dried Tremella (yellow Tremella, white Tremella, whole-flower spherical Tremella, and whole-flower small Tremella) and fresh Tremella, primarily general-grade products.

Steady Growth and High Quality: The Tremella Industry as the Cornerstone of Gutian's Economic Development

The index results show that the total output of Gutian Tremella has steadily increased, prices have remained relatively stable, and the Tremella industry has become a stabilizing force for the county's economy. The index trends can be divided into four phases: Phase One (June to September 2023): During summer, Tremella products gained popularity in the market, driving increased demand and a steady upward trend in prices. Phase Two (October to December 2023): In autumn, Tremella production ramped up nationwide, leading to a significant supply increase and considerable downward pressure on prices. Phase Three (January to February 2024): As a popular holiday gift item, Tremella saw heightened demand during festive periods, resulting in a rebound in the index. Phase Four (March to October 2024): With reduced cost pressures and increased supply, the index experienced a gradual decline, stabilizing around 1,000 points. Looking ahead, with the upcoming New Year and Spring Festival holidays, Gutian Tremella prices are expected to enter an upward trajectory.

The index also reveals a clear distinction in the price trends of different Tremella categories, with premium Tremella prices rising. As consumer health awareness increases, the demand for high-quality Tremella has grown, leading to a continued price increase. White Tremella and small Tremella are particularly favored by the market for their superior taste and rich nutritional value. By November, the price index for white Tremella stood at 1,323.28 points, up 32.32% from the base period, while the price index for small Tremella was 1,157.02 points, up 15.70% from the base period. This upward trend not only reflects the market's strong recognition of premium Tremella but also highlights the inevitable shift of the Tremella industry toward higher-end, more refined products.

There are clear differences in the price trends of various Tremella categories, with premium Tremella prices on the rise.

The index also shows a clear trend of higher quality and higher prices for Gutian Tremella. As consumer health awareness increases, the demand for premium Tremella has risen, leading to a continuous price increase. White Tremella and small Tremella, known for their superior taste and rich nutritional value, are particularly favored by the market. By November, the price index for white Tremella stood at 1,323.28 points, an increase of 32.32% from the base period, while the price index for small Tremella reached 1,157.02 points, up 15.70%. This upward trend not only reflects the market's strong recognition of premium Tremella but also highlights the inevitable shift of the Tremella industry towards higher-end and more refined products.

In the past year, online attention to Tremella has been concentrated in certain regions, and the Gutian Tremella brand still has significant potential for growth.

In addition, the index report also reveals through internet search data that Tremella, known for its health

benefits, is gaining popularity among younger consumers. The highest level of interest comes from netizens aged 30-39, followed by those in the 20-29 age group. Geographically, netizens from Guangdong, Jiangsu, Shandong, and other regions show higher levels of online search interest in Tremella, indicating that the markets in these areas are relatively more active.

In the future, the index will be launched on national platforms such as the National Development and Reform Commission's Price Monitoring Center and Xinhua Finance and will continue to be updated. At the same time, the Xinhua Index Academy will continue to explore and develop a comprehensive industry monitoring and early warning system that covers various dimensions, including industry fundamentals, development quality, market vitality, and brand influence. By using the index as a new form of productivity, the goal is to drive the accumulation and release of data value across the entire Tremella industry chain.

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