

A COMPETITIVENESS ANALYSIS OF THAI CHICKEN EGGS  
IN THE HONG KONG MARKET

A thesis submitted to the College of Arts and Sciences in full fulfillment of the  
requirement for the degree of Doctor of Philosophy,

University Utara Malaysia

By

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## ABSTRAK

Industri telor ayam merupakan satu komponen utama industri ternakan di Thailand, dengan hampir 80 peratus keluarannya adalah untuk kegunaan dalam negara. Walaupun ekspot telor ayam cuma lebih kurang dua peratus daripada keluaran Negara Thailand, tetapi ia terbukti telah dapat menyelesaikan masalah ketidakseimbangan di antara penawaran dan permintaan yang mencetuskan ketidakseimbangan harga serta pendapatan petani. Thailand mengekspot telor ayam ke beberapa buah negara, tetapi Hong Kong adalah negara pengimpor terbesar dengan syer pasaran hampir 80 peratus daripada keseluruhan ekspot telor Thailand. Teranya Hong Kong merupakan pasaran telor ayam yang penting bagi Thailand. Bagaimana pun, jika diukur dari segi nilai dan kuantiti, ianya mengalami situasi turun naik akibat persaingan sengit daripada pesaing-pesaing utama seperti China, Jerman, dan Amerika Syarikat. Ketiga-tiga buah negara ini adalah pengekspot utama telor ayam ke Hong Kong.

Oleh itu, objektif utama kajian ini ialah: pertama, mengukur *faedah bandingan ternyata* dan daya saingen telor ayam Thailand di pasaran Hong Kong, berbanding ketiga-tiga pesaing utama tersebut. Kedua, menganalisis harga impot telor ayam Thailand ke pasaran Hong Kong berbanding ketiga-tiga negara pesaing. Ketiga, membina kaedah strategik untuk memperbaiki kedudukan persaingan telor ayam Thailand di pasaran Hong Kong. Keempat, membekalkan maklumat dan statistik semasa yang diperlukan oleh pengeluar dan pembuat dasar, dan kelima, meneliti isu-isu yang timbul kesan daripada polisi kerajaan dan strategi industri, ke arah meningkatkan daya saingen telor ayam yang di eksport.

Bagi mencapai objektif kajian, kaedah *indek faedah bandingan ternyata*, *analisis peralihan jenama*, dan *analisis harga* digunakan untuk mengukur dan melihat faedah bandingan ternyata bagi telor ayam Thailand di pasaran Hong Kong, untuk menilai kedudukan persaingannya di pasaran Hong Kong, serta menganalisis harga impot telor ayam di pasaran Hong Kong.

Dapatan kajian merumuskan bahawa bagi tempoh 1995 – 2005, keluaran telor ayam Thailand mampu bersaing di pasaran Hong Kong, tetapi secara bandingannya China memiliki daya saingen pasaran tertinggi, diikuti oleh Amerika Syarikat, Jerman, dan seterusnya Thailand.

## ABSTRACT

Today, the chicken egg industry in Thailand has become one of the major livestock components and been mainly produced for domestic consumption, accounting for nearly 98 percent of the country's production. Although the quantity of chicken egg exports has been approximately two percent of the country's production, it has been significantly proven to solve the problem of the imbalance between the supply and demand, which causes price and farmers' income instability. Thailand has exported chicken eggs to many countries, but Hong Kong has been the highest importing country that shares nearly 80 percent of the country's exports with the annual growth of more than 50 percent. Thus, it is not exaggeration to say that Hong Kong is the most important market for Thai chicken egg exports. Thailand has become an increasingly important exporter in the Hong Kong market and value and quantity of chicken egg exports to this market have been continuously increasing, but both value and quantity have fluctuated due to facing some fundamental challenges of a strong competition from the other three competitors; i.e. China, Germany and USA who are the top three exporting countries and attempt to assume a more active role as major players of the egg market in the Hong Kong market.

Thus, the main objectives of this study focused on: first, the measurement of revealed comparative advantage and the evaluation of competitive position of Thai chicken eggs in the Hong Kong market as compared to those of the other three competitors; second, an analysis of the import prices of Thai chicken eggs in the Hong Kong market as compared to those of the other three competitors; third, providing the policymakers and producers with the current background information and statistics required; fourth, developing the strategic approaches to improve the competitiveness of Thai chicken eggs in the Hong Kong market; lastly, addressing the issues arising from government policies and industry strategies for the competitive performance of the Thai chicken egg exports.

In order to achieve the objectives of the study, the methods of reveal comparative advantage index, brand switch analysis, and qualitative and quantitative price analysis were used to measure and examine the reveal comparative advantage of Thai chicken eggs in the Hong Kong market, to evaluate the competitive position of Thai chicken eggs in the Hong Kong market, and to analyze the import price of Thai chicken eggs in the Hong Kong market, respectively.

The results of the study can be concluded that from 1995 to 2005, Thai chicken eggs were still competitive in the Hong Kong market, but China chicken eggs had the highest competitiveness in the market, followed by USA's, Germany's and Thailand's.

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Any errors that may remain in the thesis are solely responsibility of the author.

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## TABLE OF CONTENTS

	Page
<b>PERMISSION TO USE</b>	i
<b>ABSTRAK (BAHASA MALAYSIA)</b>	ii
<b>ABSTRACT (ENGLISH)</b>	iii
<b>ACKNOWLEDGMENTS</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLES</b>	vi
<b>LIST OF FIGURES</b>	ix
<b>CHAPTER ONE: INTRODUCTION</b>	1
1.0    Objectives of the Study	4
1.1    Significance of the Study	5
1.2    Scope of the Study	6
1.3    Layout of the Chapters	6
<b>CHAPTER TWO: LITERATURE REVIEW</b>	7
2.0    Background	7
2.1    Hong Kong and Thailand Bilateral Economic Relations	13
2.1.1    Hong Kong's General Trade Policy	15
2.1.2    Hong Kong and Thailand Trade Relation	16
2.1.3    Hong Kong and Thailand Investment and Tourists	18
2.2    Competitive Factors in the Thailand's Chicken Egg Industry	18
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	26
3.0    Methods	26
3.0.1    Revealed Comparative Advantage Index	26

3.0.2	Brand Switch Analysis	39
3.0.3	Price Analysis	43
3.1	Data Collection	45
<b>CHAPTER FOUR: THE COMPETITIVENESS OF THAI CHICKEN EGGS IN HONG KONG</b>		47
4.0	The World Egg Market	47
4.1	The Industry Performance in the World Egg Market	51
4.1.1	Feed Price and One Day-Old Chick Price	51
4.1.2	Growth in Production	53
4.1.3	Growth in Exports	55
4.1.4	Growth in Export Prices	58
4.1.5	Growth in Competition	60
4.2	The Determinants of Competitiveness for Thailand's Chicken Egg Industry	64
4.2.1	Overview	65
4.2.2	Imports	77
4.2.3	Exports	79
4.2.4	Consumption	81
4.2.5	The Determinants of Competitiveness	82
4.3	The Position of Thai Chicken Eggs in Hong Kong	89
4.3.1	Hong Kong's Value of Imports	89
4.3.2	Hong Kong's Value and Quantity of Chicken Egg Imports	91
4.3.3	Hong Kong's Price of Chicken Egg Imports	95
<b>CHAPTER FIVE: RESEARCH FINDINGS</b>		101
5.0	The Revealed Comparative Advantage of Thai Chicken Eggs in Hong Kong	101

5.1	The Competitive Position of Thai Chicken Eggs in Hong Kong	105
5.1.1	Market Share from 1995 to 2005	105
5.1.2	Market Growth from 1995 to 2005	107
5.1.3	Retention (Loyalty) and Switch Rates in 2005	108
5.1.4	Market-Share Forecast from 2006 to 2015	110
5.1.5	Sales Gain or Loss in 2005	117
5.2	Price Analysis	129
5.2.1	Qualitative Analysis	129
5.2.2	Quantitative Analysis	135
<b>CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS</b>		139
6.0	Conclusions	139
6.1	Recommendations	147
<b>BIBIOGRAPHY</b>		153
<b>APPENDICES</b>		161

## LIST OF TABLES

Table	Page
1.1: Thailand's Chicken Egg Production, Export, and Farm-Gate Price From 1995 to 2005	2
1.2: Thailand's Quantity and Value of Chicken Egg Exports to Hong Kong from 1995 to 2005	3
2.1: Hong Kong' Trade with Thailand from 2004 to 2005	17
3.1: Monthly Sales Values from January to March, 2005	32
3.2: Market Share from January to March, 2005	33
3.3: Percentage Matrix in March, 2005	35
3.4: Market-Share Forecast at Time t+1 (April), 2005	37
3.5: Value Matrix in March, 2005	40
4.1: World Top 10 Chicken Egg Exporting Countries in 2004	49
4.2: World Top 10 Chicken Egg Importing Countries in 2004	50
4.3: Current Status on Egg Trade in the World Egg Market of China, Germany, Thailand and USA in 2004	51
4.4: Feed Price and One Day-Old Chick Price Reported on July 1, 2004	53
4.5: Egg Production of China, Germany, Thailand and USA in the World Market from 1995 to 2005	54

4.6: Egg Exports of China, Germany, Thailand, and USA in the World Market from 1995 to 2004	57
4.7: Egg Export Prices of China, Germany, Thailand and USA in the World Market from 1995 to 2004	59
4.8: Egg Market-Share (Competition) of China, Germany, Thailand and USA in the World Market from 1995 to 2004	62
4.9: Current Status on Egg Trade in the World Egg Market and Industry Performance in the World Egg Market of China, Germany, Thailand and USA from 1995 to 2005	63
4.10: Thailand's Number of Hens for Chicken Egg Production from 1995 to 2005	68
4.11: Thailand's Gross Value of Chicken Egg Production from 1997 to 2005	70
4.12: Thailand's Production Cost of Chicken Eggs in 2005	74
4.13: Thailand's Production Cost and Export Price of Chicken Eggs from 1997 to 2005	76
4.14: Thailand's Number of Layer Parent-Stock (One-Day Chicks) Imports, Quantity of Corn and Soybean Meal Imports from 1995 to 2005	78
4.15: Thailand's Chicken Egg Production, Exports, and Consumption from 1995 to 2005	80
4.16: Hong Kong's Value of Imports of China, Germany, Thailand and USA from 1995 to 2005	90
4.17: Hong Kong's Value of Chicken Egg Imports of China, Germany, Thailand and USA from 1995 to 2005	92

4.18: Hong Kong's Quantity of Chicken Egg Imports of China, Germany, Thailand and USA from 1995 to 2005	94
4.19: Hong Kong's Price of Chicken Egg Imports of China, Germany, Thailand and USA from 1995 to 2005	97
4.20: Value of Imports, Value and Quantity of Chicken Egg Imports, and Price of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005	99
5.1: Revealed Comparative Advantage Index of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005	104
5.2: Market Share of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005	106
5.3: Percentage Matrix of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong in 2005	110
5.4: Market-Share Forecast of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 2006 (t+1) to 2015 (t+10)	116
5.5: Value Matrix of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong in 2005	122
5.6: Revealed Comparative Advantage, Competitive Position, and Import Price of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005	138

## **LIST OF FIGURES**

Figure	Page
3.1: Sales Gain or Loss for Thailand in March, 2005	41
3.2: Sales Gain or Loss for China in March, 2005	42
3.3: Sales Gain or Loss for USA in March, 2005	43
4.1: Channel of Distribution for Thailand's Chicken Egg Industry	71
5.1: Market Growth of Chicken Egg Imports in Hong Kong from 1996 to 2005	108
5.2: Sales Gain or Loss for China Chicken Eggs in Hong Kong in 2005	124
5.3: Sales Gain or Loss for Germany Chicken Eggs in Hong Kong in 2005	125
5.4: Sales Gain or Loss for Thai Chicken Eggs in Hong Kong in 2005	126
5.5: Sales Gain or Loss for USA Chicken Eggs in Hong Kong in 2005	127
5.6: Sales Gain or Loss for the Other Countries' Chicken Eggs in Hong Kong in 2005	128
5.7: Relation between Import Prices and Import Quantities of China Chicken Eggs in Hong Kong from 1995 to 2005	130
5.8: Relation between Import Prices and Import Quantities of Germany Chicken Eggs in Hong Kong from 1995 to 2005	131

5.9: Relation between Import Prices and Import Quantities of Thai Chicken Eggs in Hong Kong from 1995 to 2005	133
5.10: Relation between Import Prices and Import Quantities of USA Chicken Eggs in Hong Kong from 1995 to 2005	134

## **CHAPTER ONE**

### **INTRODUCTION**

Chicken eggs (also referred to after this as table eggs or hen eggs) weighing about 60 grams, of which consisting of 10 percent of shell, 60 percent of white, and 30 percent of yolk, are one of a group of important protein foods. They provide not only all essential amino acids, but also a significant number of vitamins and minerals. Taking the points of tasty, affordable, speedy, and convenient as well as nutritious benefits of chicken eggs into account, it is not an exaggeration to say that chicken eggs (recently accepted as a high protein source with a low price) are playing an increasingly crucial role in the world political, economic and social situations, especially to developing countries and less-developed countries.

This has been the case with the chicken egg industry in Thailand, which has been one of the major livestock components of the nation's economy. Chicken eggs have been mainly produced for domestic consumption, accounting for nearly 98 percent of the country's production. Although the quantity of chicken egg exports has been approximately 2 percent of the country's production, it has been significantly proven to solve the problem of imbalance between supply and demand for chicken eggs that has not only caused the price instability, but also directly affected the farmers' income instability.

The exporting of Thai chicken eggs has been helpful not only for stabilizing, but also avoiding further reduction in domestic prices: For instance, the egg price stayed stable from 1.40 baht per egg in 2002 to 1.42 baht per egg in 2003 due to enormous exports from 38.51 million eggs to 203.40 million eggs. On the other hand, the chicken egg exporting helps in gaining better prices: For instance, the domestic prices greatly

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