# China's Core Position and Marketing Competitive Advantages in the Global Ginkgo Biloba Extract Supply Chain

## Foreword

Ginkgo biloba extract (GBE), rich in two core active ingredients—**flavone glycosides and terpene lactones**, is an indispensable high-end raw material widely used in pharmaceuticals, dietary supplements, functional foods, and cosmetics. Amid the global upgrading trend of health consumption, China has become the **pillar of the global ginkgo biloba extract industry** by virtue of its native germplasm resources, full-chain industrial layout, and stringent quality control. It boasts an unshakable industrial position and irreplicable core competitiveness, serving as a reliable long-term strategic partner for customers worldwide.

## Part One: China's Core Position in the Global Ginkgo Biloba Extract Supply Chain

The core position elaborates China's objective status, scale dominance, and voice in the global industrial landscape, highlighting its overall leadership and irreplaceability.

### I. Absolute Dominance in Global Capacity and Supply: The Cornerstone of Industrial Stability

China is universally recognized as the **world's largest producer, exporter, and raw material supplier** of ginkgo biloba extract, accounting for more than half of the global industry. In 2024, the global total output of GBE reached approximately 5,700 tons, of which China contributed 3,800 tons, accounting for over **67%** of the world's total. Annual exports exceeded 2,600 tons, representing more than **70%** of global trade volume, firmly securing China's control over the global supply initiative.

China's native ginkgo planting area exceeds **350,000 hectares**, accounting for over 70% of the global total. The annual harvest of ginkgo leaf raw materials remains stable at 200,000 tons, making up more than 90% of the global supply. China is the **only country capable of large-scale, consistent, and bulk stable supply** in the world. Among the world's top 20 ginkgo product enterprises, over 70% regard China as their core raw material base. China's supply volume and price trends directly determine the operation of the global industrial chain and market conditions.

### II. Closed-Loop Full-Chain Layout: The Only Fully Independent and Controllable Industrial Hub

China has built the **world's most complete industrial chain** for ginkgo biloba extract, realizing a closed-loop operation covering **cultivation, primary processing, refined extraction, quality**

**inspection, and global distribution**, with no external dependence or supply disruptions. Upstream, four standardized production areas have been established in Jiangsu, Shandong, Shaanxi, and Guizhou, achieving **100% raw material self-sufficiency**. Midstream, GMP-certified capacity is abundant with a mature and complete processing system. Downstream, a global logistics network and professional quality inspection system ensure efficient delivery and timely response.

Unlike the fragmented cultivation and segmented processing models in other countries, China implements an integrated operation of **cultivation, processing, and manufacturing**. In core production areas, raw materials enter production within only 8–10 hours after harvesting, maximizing the retention of active ingredients. China leads the world in industrial chain integrity and controllability, serving as the core hub of the global GBE supply chain.

## III. Leading Industrial Standards and Mastery of Global Pricing and Rule-Making Power

China has transitioned from a follower to a **standard-setter** in the industry. A three-tier quality control system has been established, consisting of national standards, industrial standards, and enterprise internal control standards. The 2024 edition of *Pharmacopoeia of the People's Republic of China* has further raised quality thresholds, with relevant indicators stricter than international common standards. The core quality specification for GBE formulated in China (flavone glycosides ≥24%, terpene lactones ≥6%) has become a benchmark for market access in high-end markets such as the EU and North America, and is widely adopted by major global pharmaceutical companies.

Transaction prices and ex-factory raw material prices in China directly serve as the **global pricing reference**, completely breaking the overseas pricing monopoly. China has seized the initiative in industry bargaining and standard formulation, occupying a core position in the global value chain.

## IV. Global Market Coverage: A Core Node in International Trade

Chinese ginkgo biloba extract products cover more than **90% of the world's major consumer markets**, forming a mature global supply network. In high-end markets including Europe, the US, Japan, and South Korea, product penetration is steadily rising, making China a core supplier to leading manufacturers. In emerging markets such as Southeast Asia, South America, and the Middle East, the market share exceeds **85%**, maintaining a dominant position.

Meanwhile, domestic health consumption demand continues to expand, forming a dual-support structure of **"export sales + domestic demand"**. China not only undertakes global orders but also absorbs industrial capacity, acting as an irreplaceable core link connecting raw material supply, processing, and global end markets.

### V. High-End Industrial Upgrading: Moving into the Mid-to-High End of the Global Value Chain

China's GBE industry has escaped the low-end rough-processing model and completed quality and structural transformation, with high-end products becoming the main export force. In 2024, pharmaceutical-grade premium products accounted for over **60%** of the global market in their category, and high-purity, low-impurity products are widely recognized. The industrial chain continues to extend downstream, with domestic high-end preparations and health products exported overseas, achieving a substantial increase in added value. China has completely bid farewell to the low-end and low-price track and advanced into the mid-to-high end of the global industry.

### VI. Strong Supply Chain Resilience: Exceptional Risk Resistance Capacity

Relying on full-chain independence and multi-region decentralized layout, China's GBE supply chain demonstrates outstanding risk resistance, effectively coping with external shocks such as climate fluctuations, policy changes, and logistics disruptions. Core technologies and equipment are independently controllable with extremely low external dependence. Flexible production capacity, abundant raw material reserves, and standardized industry supervision ensure long-term and stable global supply, consolidating a sustainable industrial position.

## Part Two: China's Core Competitive Advantages in the Global Ginkgo Biloba Extract Market

Core advantages focus on **cooperation value and competitiveness**, addressing customers' key concerns including quality, cost, delivery, and security, and highlighting unique benefits for global partners.

### I. Native and Scarce Resource Advantage: Monopolized Origin with Stable and Secure Supply

Ginkgo is a rare native tree species in China, with unique resource endowments. China hosts the world's most concentrated and high-quality planting bases. Large-scale base cultivation completely eliminates risks of supply disruption, price hikes, and stockouts. Compared with fragmented and unstable supply in other countries, China ensures year-round stable supply and satisfies long-term, bulk, and customized procurement demands of major clients, forming an uncopyable and insurmountable resource barrier.

### II. Full-Chain Efficient Production Advantage: One-Stop Supply for Convenience and Efficiency

The closed-loop operation of the entire industrial chain eliminates redundant intermediate links, realizing **direct base supply and factory direct shipment** without multi-layer markup. The whole

process from cultivation to finished product delivery is controllable, supporting standard specifications, high-purity, and customized orders with one-stop procurement solutions. Short production and delivery cycles and fast response greatly simplify customers' supply chain procedures and reduce communication and procurement costs.

## III. Stringent Quality Control Advantage: Full Compliance and Unimpeded Global Access

A three-tier stringent quality control system is implemented to strictly control the content of active ingredients and harmful impurities such as ginkgolic acids, heavy metals, and pesticide residues, ensuring consistent and qualified quality. Products fully comply with regulatory requirements in major markets including the EU, the US, and Japan, with complete compliance documentation to smoothly cross trade barriers. A full-process traceability system covers cultivation, production, and inspection, enabling quality verification and ensuring full safety confidence for customers.

## IV. Ultimate Cost-Performance Advantage: High Quality at Competitive Prices to Boost Profit Margins

Through large-scale cultivation, cluster production, and intensive management, the entire chain achieves cost reduction and efficiency improvement. The comprehensive cost is **45%–65% lower** than that in Europe, the US, Japan, and South Korea. Products offer more competitive prices at the same quality level and superior quality at the same price level, balancing quality and cost. This helps customers control procurement costs and enhance the profit margins and competitiveness of their end products.

## V. Advanced Technology and Product Advantage: Flexible Customization for Full-Scenario Applications

The industry adopts advanced technologies such as **supercritical $CO_2$ extraction and membrane separation**, featuring high extraction efficiency and complete retention of activity. High-end products achieve a ginkgolic acid removal rate of up to **99.5%**. Precise ingredient formulation is available to meet demands across pharmaceuticals, supplements, foods, and cosmetics, supporting personalized customization and small-batch refined production. China ranks among the world's top in high-end supply capacity and technical service levels.

## VI. Stable Supply Chain Security Advantage: Long-Term Reliability for Worry-Free Cooperation

With a sound industrial layout, support from leading enterprises, risk diversification across multiple production areas, and sufficient capacity reserves, the supply chain is free from external constraints. It possesses strong buffering capacity against market volatility, logistics changes, and policy adjustments,

leading the world in supply stability and sustainability. Choosing Chinese sources means choosing a long-term, stable, and trustworthy partner that fully guarantees uninterrupted production and operation.

## Conclusion

China holds an **absolutely dominant and irreplaceable core position** in the global ginkgo biloba extract supply chain. With six core strengths in resources, capacity, quality, cost, technology, and security, China has become the preferred partner for customers worldwide.

Going forward, China will continue to deepen industrial development and upgrade product quality. With stable supply, superior quality, and efficient services, China will join hands with global partners for win-win development and build a highly efficient and robust global supply chain.