Sun Care Product Market Trends in China

Description: This study focuses on China's Sun Care Product market trends. In the two past decades, the market has been growing at a fast pace. The dramatic expansions of the manufacturing capabilities and rising consumer consumptions in China have transformed China's society and economy. China is one of the world's major producers for industrial and consumer products. Far outpacing other economies in the world, China is the world's fastest growing market for the consumptions of goods and services. The Chinese economy maintains a high speed growth which has been stimulated by the consecutive increases of industrial output, imports & exports, consumer consumption and capital investment for over two decades. Rapid consolidation between medium and large players is anticipated since the Chinese government has been encouraging industry consolidation with an effort to regulate the industry and to improve competitiveness in the world market.

Although China has enjoyed the benefits of an expanding market for production and distribution, the industry is suffering from minimal innovation and investment in R&D and new product development. The sector's economies of scale have yet to be achieved. Most domestic manufacturers lack the autonomic intellectual property and financial resources to develop their own brand name products.

This new study focuses on market trends and forecasts with historical data (2005, 2010 and 2015) and long-term forecasts through 2020 and 2025 are presented.

The primary and secondary research is done in China in order to access up-to-date government regulations, market information and industry data. Data were collected from the Chinese government publications, Chinese language newspapers and magazines, industry associations, local governments' industry bureaus, industry publications, and our in-house databases.

The author is one of the leading sources for up-to-date market information and research on the fastest-growing Chinese markets. They have published over 2,000 reports focusing on the Chinese markets, industry forecasts and company profiles. The report provides hard-to-find market data and analyses. Our publications are intended to help international marketers identify business opportunities and promote their product sales in the Chinese markets.

Contents:

I. INTRODUCTION
   Report Scope and Methodology
   Executive Summary

II. BUSINESS ENVIRONMENT
   Economic Outlook
   Key Economic Indicators
   Industrial Output
   Population and Labor
   Foreign Investment
   Foreign Trade
   Financial and Tax Regulations
   Banking System and Regulations
   Foreign Exchange
   Taxes, Tariff and Custom Duties
   Market Trends
   Technology Development
   Market Development
   Major Industry Development
   Regional Development
   Enterprise Development
   Labor Market Development
III. SUN CARE PRODUCT MARKET TRENDS

Sun Care Product Market Trends
Current Market Analyses
Market Development Trends
Market Challenges
Major Producers
Current Issues
Packaging Legislation
Chinese Retail Market Trends
Consumer Income Trends
Consumer Spending Trends by Region
Northeast
North
Southeast
Central
Southwest
Northwest

IV. MARKETING STRATEGIES

China Market Entry Overview
China's Distribution System
Distribution Channels
Transportation and Freight Infrastructure
Communications
China's Market Entry
Exporting to China
License
Franchising
E-Commerce
Trading Companies and Local Agents
Representative Offices and Subsidiaries
Joint Ventures
Wholly Foreign-Owned Enterprise

LIST OF TABLES

I. INTRODUCTION

Economic Outlook Summary

II. BUSINESS ENVIRONMENT

Key Economic Indicators
Industrial Output
Population and Labor Force Trends
Foreign Investment and Loans
Foreign Trade

III. SUN CARE PRODUCT MARKET TRENDS

Sun Care Product Sales and Forecasts
Chinese Retail Market Trends
Consumer Spending Trends by Region
Northeast
North
Southeast
Central
Southwest
Northwest
LIST OF CHARTS

I. INTRODUCTION
Economic Outlook Summary

II. BUSINESS ENVIRONMENT
Key Economic Indicators
Industrial Output
Population and Labor Force Trends
Foreign Investment and Loans
Foreign Trade

III. SUN CARE PRODUCT MARKET TRENDS
Sun Care Product Sales and Forecasts
Chinese Retail Market Trends
Retail Sales by Type

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