

# China Water Heater Industry Production and Marketing Demand and Investment Forecast Report, 2013–2017

## 目 录

### CONTENTS

#### Chapter 1: Definition and Industrial Chain of China Water Heater Industry

##### 1.1 Definition and Classification of Water Heater Industry

- 1.1.1 Concept and Definition of Industry
- 1.1.2 Main Product Categories

##### 1.2 Statistical Standards of Water Heater Industry

- 1.2.1 Statistical Departments and Statistical Coverage
- 1.2.2 Statistical Methods
- 1.2.3 Data Sorts

##### 1.3 Analysis of Industrial Chain of Water Heater Industry

- 1.3.1 Profile of Industrial Chain
- 1.3.2 Analysis of Downstream Demand Chain
  - (1) Sales Conditions and Development Trend of Home Appliance Chain Industry
  - (2) Sales Conditions and Development Trend of Real Estate Industry
  - (3) New Countryside Construction Progress and Future Planning
- 1.3.3 Analysis of Industry Upstream Supply Chain
  - (1) Supply and Demand Analysis and Price Trend of Copper Industry
  - (2) Supply and Demand Analysis and Price Trend of Stainless Steel Industry
  - (3) Supply and Demand Analysis and Price Trend of Aluminum Industry
  - (4) Supply and Demand Analysis and Price Trend of Plastics
  - (5) Supply and Demand Analysis and Price Trend of Rubber

##### 1.4 Analysis of Industries Related to Water Heater Industry

- 1.4.1 Electricity Supply Volume and Price Trend
- 1.4.2 Fuel Gas Supply Volume and Price Trend

#### Chapter 2: Analysis of Market Environment of Water Heater Industry

##### 2.1 Analysis of Industry Policy Environment

- 2.1.1 Standards Related to Industry
  - (1) National Standards for Water Heater
  - (2) Electric Water Heater Service Regulations
  - (3) Energy Efficient Standards for Instant Electric Water Heater
- 2.1.2 Program of Old Home Appliances Replacing New Ones
  - (1) New Implemented Standards for Old Home Appliances Replacing New Ones
  - (2) Sales Scale of Old Water Heaters Replacing New Ones
  - (3) Further Planning for Old Home Appliances Replacing New Ones
- 2.1.3 “People-benefit” Project of Energy-saving Products
- 2.1.4 “12th Five-year” Development Plan for Water Heater Industry

##### 2.2 Analysis of Industry Economic Environment

- 2.2.1 Analysis of International Macro-economic Environment
- 2.2.2 Analysis of Domestic Macro-economic Environment
- 2.2.3 Analysis of Domestic Resident Income and Expense Level
  - (1) Rural Resident Income and Expense Level
  - (2) Urban Resident Income and Expense Level

##### 2.3 Analysis of Industry Customer Research

- 2.3.1 Analysis of Consumer Behavior Research
  - (1) Product Preference for Consumer
  - (2) Buying Factors for Consumer
- 2.3.2 Analysis of Consumer Recognition Research
  - (1) Consumer Recognition on Enterprise
  - (2) Consumer Brand Preference
  - (3) Consumer Product Preference

- 2.3.3 Analysis of Consumer Complaint Research
  - (1) Complaints Quantity and Growth
  - (2) Complaint Types and Percentages
  - (3) Complaints about Quality
  - (4) Complaints about Service
  - (5) Enterprise Solution to Complaints

## **Chapter 3: Analysis of Economic Operation Indications in Water Heater Industry, 2009–2011**

### **3.1 Analysis of Fiscal Indicators of China Water Heater Industry**

- 3.1.1 Main Economic Benefit Influencing Factors
- 3.1.2 Analysis of Main Fiscal Indicators
  - (1) Indicators of Industry Scale
  - (2) Indicators of Profitability
  - (3) Indicators of Operation Capability
  - (4) Indicators of Debt-paying Ability
  - (5) Indicators of Development Capability

### **3.2 Analysis of Balance between Supply and Demand of Water Heater Industry, 2009–2010**

- 3.2.1 Analysis of Supply Indications of Water Heater Industry
  - (1) Analysis of Total Industrial Output
  - (2) Analysis of Finished Products
- 3.2.2 Analysis of Supply Indicators of Regional Water Heater Industry
  - (1) Analysis of Top 10 Regions with Highest Total Industrial Output Value
  - (2) Analysis of Top Regions with Most Finished Products
- 3.2.3 Analysis of Demand Indicators of Water Heater Industry
  - (1) Analysis of Sales Output Value
  - (2) Analysis of Sales Revenue
- 3.2.4 Analysis of Demand Indications of Regional Water Heater Industry
  - (1) Analysis of Top 10 Regions with Highest Sales Value
  - (2) Analysis of Top Regions with Highest Sales Revenue
- 3.2.5 Analysis of Production and Marketing Ratio of Water Heater Industry

### **3.3 Analysis of Import and Export of Water Heater Industry**

- 3.3.1 Overview of Import and Export of Water Heater Industry, 2010–2011
- 3.3.2 Export Conditions of Water Heater Industry, 2010–2011
  - (1) Overall Export Conditions of Industry, 2010–2011
  - (2) Export Product Structure of Industry, 2010–2011
  - (3) Analysis of Export Prospects for Water Heater Industry, 2010–2011
- 3.3.3 Analysis of Import Conditions of Industry, 2010–2011
  - (1) Overall Import Conditions of Industry, 2010–2011
  - (2) Import Product Structure of Industry, 2010–2011
  - (3) Analysis of Import Prospects for Water Heater Industry, 2010–2011

## **Chapter 4: Analysis of Competition and Marketing Strategies for Water Heater Industry**

### **4.1 Analysis of Market Competition of Water Heater Industry**

- 4.1.1 Local and Foreign-invested Structure of Brands in Industry
- 4.1.2 Analysis of Product Categories Competition in Industry
  - (1) Industry Product Categories Structure
  - (2) Penetration Analysis of Enterprises with Different Kinds of Products in Industry
    - 1) Fuel Gas Water Heater Enterprises Penetrate into Air Heater Market
    - 2) Electric Water Heater Enterprises Penetrate into Air Heater Market
- 4.1.3 Analysis of Substitute Threats in Industry
- 4.1.4 Analysis of Bargaining Power in Industry
- 4.1.5 Analysis of New Entrants Threats in Industry
- 4.1.6 Analysis of Industry Investment, Merger and Restructuring
  - (1) Investment, Merger and Restructuring Integration of International Water Heater Enterprises
  - (2) Investment, Merger and Restructuring Integration of Domestic Water Heater Enterprises
  - (3) Features Judgment of Industry Investment, Merger and Restructuring Integration

### **4.2 Competition Strategies for Water Heater Industry**

- 4.2.1 Competition Strategies for Products
  - (1) Safety Strategies
  - (2) Energy Saving and Emission Reduction Strategies
- 4.2.2 Analysis of Service Competition Strategy

- (1) Strategies for After-sale Service
- (2) Strategies for Linkage to Decoration

#### **4.3 Analysis of Sales Channels for Water Heater Industry**

- 4.3.1 Large-scale Home Appliance Chain Store
  - (1) Cost
  - (2) Analysis of Store Brand Promotion
- 4.3.2 Department Stores
- 4.3.3 Building Materials Cities and Building Materials Supermarkets
- 4.3.4 Brand Shops
- 4.3.5 Engineering Channel
- 4.3.6 E-commerce

#### **4.4 Analysis of Main Marketing Strategies for Water Heater Industry**

- 4.4.1 Analysis of Main Marketing Strategies for Industry
  - (1) Analysis of Product Strategies
  - (2) Analysis of Price Strategies
  - (3) Analysis of Channel Strategies
  - (4) Analysis of Promotion Strategies
- 4.4.2 Analysis of Main Enterprise Marketing Cases in Industry
  - (1) Analysis of Haier Marketing Case
  - (2) Analysis of Midea Marketing Case
  - (3) Otlan
  - (4) Ariston

### **Chapter 5: Analysis of Development and Competitive Landscape of Electric Water Heater Market**

#### **5.1 Competition and Regional Analysis of Global Electric Water Heater Market**

- 5.1.1 Competition Analysis of Global Electric Water Heater Market
- 5.1.2 Analysis of Electric Water Heater Market in Main Regions around World
  - (1) USA
  - (2) Europe

#### **5.2 Market Scale and Regional Coverage Analysis of Electric Water Heater**

- 5.2.1 Analysis of Production Volume
- 5.2.2 Analysis of Sales Volume
  - (1) Sales Volume
  - (2) Constitution of Sales Brands
- 5.2.3 Market Price Trend of Products

#### **5.3 Analysis of Water Heater Market Competition**

- 5.3.1 Brand Competitive Landscape
- 5.3.2 Consumer Brand Evaluation Index
- 5.3.3 Competitive Landscape of Product Categories
  - (1) Quantity Comparison of Commercially Available Products
  - (2) Attention Rate Comparison of SKU

#### **5.4 Analysis of Product Market Segments and Prospects**

- 5.4.1 Analysis of Instant Electric Water Heater Market and Prospects
  - (1) Product Features and Technical Requirements
  - (2) Analysis of Market Scale
  - (3) Analysis of Competitive Landscape
- 5.4.2 Analysis of Electrical Storage Water Heater Market and Prospects
  - (1) Product Features and Technical Requirements
  - (2) Analysis of Market Scale
  - (3) Analysis of Competitive Landscape
- 5.4.3 Analysis of Fast Water Heater Market and Prospects
  - (1) Product Features and Technical Requirements
  - (2) Analysis of Market Scale

### **Chapter 6: Analysis of Development and Competitive Landscape of Gas Water Heater Market**

#### **6.1 Analysis of Market Scale of Gas Water Heater**

- 6.1.1 Analysis of Output Volume
- 6.1.2 Market Price Structure

#### **6.2 Analysis of Market Competition of Gas Water Heater**

- 6.2.1 Brand Competitive Landscape

- 6.2.2 Consumer Brand Evaluation Index
- 6.2.3 Competitive Landscape of Product Categories
  - (1) Quantity Comparison of Commercially Available Products
  - (2) Attention Rate Comparison of SKU
- 6.3 Analysis of Product Market Segments and Prospects**
  - 6.3.1 Analysis of Stove Pipe Water Heater Market and Prospects
    - (1) Market Status
    - (2) Analysis of Development Prospects
  - 6.3.2 Analysis of Strong Emission Gas Water Heater and Prospects
    - (1) Features and Technical Requirements
    - (2) Market Status
  - 6.3.3 Analysis of balance Type Gas Water Heater and Prospects
    - (1) Features and Technical Requirements
    - (2) Market Status
  - 6.3.4 Analysis of Gas Condensing Water Heater Market and Prospects
    - (1) Features and Technical Requirements
    - (2) Market Status
    - (3) Analysis of Development Prospects

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：[service@qianzhan.com](mailto:service@qianzhan.com)

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！