

China Furniture Industry Production & Marketing Demand and Investment Strategy Report, 2013–2017

目 录

CONTENTS

Chapter 1: Development Overview of China Furniture Industry

1.1 Definition and Classification of Furniture Industry

1.1.1 Concept and Definition of Industry

1.1.2 Major Product Catalogue

1.1.3 Industry's Position in National Economy

1.2 Statistical Standards for Furniture Industry

1.2.1 Statistical Departments and Caliber of Furniture Industry

1.2.2 Statistical Methods for Furniture Industry

1.2.3 Data Sorts of Furniture Industry

1.3 Analysis of Industrial Chain of Furniture Industry

1.3.1 Upstream/Downstream Industrial Chain Profile of Furniture Industry

1.3.2 Analysis of Downstream Industrial Chain of Furniture Industry

(1) Development of Real Estate Industry

1) Prosperity Index of Development of Real Estate

2) Investment Size of Real Estate

3) New Construction Area of Real Estate

4) Completed Area of Real Estate

5) Transaction Area of Real Estate

(2) Development of Commercial Office Building Market

(3) Development of Residential Building Market

1) Transaction Situation of New Commercial Residential Building

2) Inventory of New Commercial Residential Building

1.3.3 Major Upstream Industrial Chain of Furniture Industry

(1) Operation Status and Price of Wood Market

1) Operation Status of Wood Market

2) Price of Wood Market

(2) Operation and Price of Steel Market

1) Operation Status of Steel Market

2) Price of Steel Market

(3) Operation and Price of Coating Market

1) Operation Status of Coating Market

2) Price of Coating Market

(4) Operation and Price of Non-ferrous Metal Market

1) Operation Status of Non-ferrous Metal Market

2) Price of Non-ferrous Metal Market

(5) Operation and Price of Copper Industry

1) Operation Status of Copper Industry

2) Price of Copper Industry

(6) Operation and Price of Aluminum Industry

1) Operation Status of Aluminum Industry

2) Price of Aluminum Industry

(7) Operation and Price of Zinc Market

1) Operation Status of Zinc Market

2) Price of Zinc Market

(8) Operation Status and Price of Plastic Market

1) Supply & Demand of ABS Market and Price Trend

2) Supply & Demand of PP Market and Price Trend

3) Supply & Demand of PE Market and Price Trend

4) Supply & Demand of PVC Market and Price Trend

(9) Operation Status and Price of Leather Market

Chapter 2: Analysis of Development of Furniture Industry, 2011-2012

2.1 Development of China Furniture Industry

- 2.1.1 Overall Development Overview of China Furniture Industry
- 2.1.2 Major Development Features of China Furniture Industry
- 2.1.3 Operation Situation of Furniture Industry
 - (1) Operating Profit of Furniture Industry
 - (2) Profitability of Furniture Industry
 - (3) Operation Capability of Furniture Industry
 - (4) Debt-paying Ability of Furniture Industry
 - (5) Development Capability of Furniture Industry

2.2 Economic Figures of Furniture Industry

- 2.2.1 Major Economic Figures Affect Furniture Industry
- 2.2.2 Analysis of Economic Figures for Furniture Industry
- 2.2.3 Economic Figures for Enterprises in Different Size
- 2.2.4 Economic Figures for Enterprises in Different Nature

2.3 Balance between Supply and Demand of Furniture Industry

- 2.3.1 Supply Situation of National Furniture Industry
 - (1) Total Gross Output of National Furniture Industry
 - (2) Finished Goods of National Furniture Industry
- 2.3.2 Supply Situation of Regional Furniture Industry
 - (1) Top 10 Regions Associated with Total Gross Output
 - (2) Top 10 Regions Associated with Finished Goods
- 2.3.3 Demand Situation of National Furniture Industry
 - (1) Sales Value of National Furniture Industry
 - (2) Sales Revenue of National Furniture Industry
- 2.3.4 Demand Situation of Regional Furniture Industry
 - (1) Top 10 Regions Associated with Sales Value
 - (2) Top 10 Regions Associated with Sales Revenue
- 2.3.5 Sales-Output Ratio of National Furniture Industry

2.4 Operation Situation of China Furniture Industry in.....2012

- 2.4.1 Industry Size, Jan-Mar.....2012
- 2.4.2 Capital/Labor-intensity of Industry, Jan-Mar.....2012
- 2.4.3 Production and Marketing of Industry, Jan-Mar.....2012
- 2.4.4 Cost Structure of Industry, Jan-Mar.....2012
- 2.4.5 Profit and Loss of Industry, Jan-Mar.....2012

Chapter 3: Operation Situation of Major Furniture Manufacturing Industry Segments

3.1 Operation Situation of Wood Furniture Industry in.....2011

- 3.1.1 Scale of Wood Furniture Industry
- 3.1.2 Production Situation of Wood Furniture Industry
- 3.1.3 Demand Situation of Wood Furniture Industry
- 3.1.4 Balance between Supply and Demand of Wood Furniture Industry
- 3.1.5 Fiscal Operation Situation of Wood Furniture Industry
- 3.1.6 Operating Features and Trend for Wood Furniture Industry

3.2 Operation Situation of Metal Furniture Industry

- 3.2.1 Scale of Metal Furniture Industry
- 3.2.2 Production Situation of Metal Furniture Industry
- 3.2.3 Demand Situation of Metal Furniture Industry
- 3.2.4 Balance between Supply and Demand of Metal Furniture Industry
- 3.2.5 Fiscal Operation Situation of Metal Furniture Industry
- 3.2.6 Operating Features and Trend for Metal Furniture Industry

3.3 Operation Situation of Bamboo & Rattan Furniture Industry

- 3.3.1 Scale of Bamboo & Rattan Furniture Industry
- 3.3.2 Production Situation of Bamboo & Rattan Furniture Industry
- 3.3.3 Demand Situation of Bamboo & Rattan Furniture Industry
- 3.3.4 Balance between Supply and Demand of Bamboo & Rattan Furniture Industry
- 3.3.5 Fiscal Operation Situation of Bamboo & Rattan Furniture Industry
- 3.3.6 Operating Features and Trend for Bamboo & Rattan Furniture Industry

3.4 Operation Situation of Plastic Furniture Industry

- 3.4.1 Scale of Plastic Furniture Industry
- 3.4.2 Production Situation of Plastic Furniture Industry
- 3.4.3 Demand Situation of Plastic Furniture Industry
- 3.4.4 Balance between Supply and Demand of Plastic Furniture Industry
- 3.4.5 Fiscal Operation Situation of Plastic Furniture Industry
- 3.4.6 Operating Features and Trend for Plastic Furniture Industry

3.5 Operation Situation of Plastic Furniture Industry

- 3.5.1 Scale of Other Furniture Industry
- 3.5.2 Production Situation of Other Furniture Industry
- 3.5.3 Demand Situation of Other Furniture Industry
- 3.5.4 Balance between Supply and Demand of Other Furniture Industry
- 3.5.5 Fiscal Operation Situation of Other Furniture Industry
- 3.5.6 Operating Features and Trend for Other Furniture Industry

Chapter 4: Analysis of Market Environment for Furniture Industry

4.1 Policies for Industry

- 4.1.1 Policy Trend Related to Industry
 - (1) Adjustment of Tax Rebate
 - (2) Adjustment and Revitalization Plan for Light Industry
 - (3) Set up National Technical Committee on Furniture of Standardization Administration of China
 - (4) "Old-for-new Furniture Plan"
- 4.1.2 Development Planning for Furniture Industry
 - (1) Guides for Rule-making
 - (2) "Twelfth Five-year" Development Goal for Furniture Industry
 - (3) Major "Twelfth Five-year" Tasks for Furniture Industry
 - (4) Major "Twelfth Five-year" Measures for Furniture Industry

4.2 Financial Conditions for Industry

- 4.2.1 International Macro-economic Environment
 - (1) International Macro-economic Status
 - (2) International Macro-economic Outlook
- 4.2.2 Domestic Macro-economic Environment
 - (1) Domestic Macro-economic Status
 - (2) Domestic Macro-economic Outlook
- 4.2.3 Macro-economic Environment for Industry

4.3 Demand Environment for Industry

- 4.3.1 Demand Features of Industry
- 4.3.2 Demand Trend for Industry

4.4 Trading Environment for Industry

- 4.4.1 Development Status of Trading Environment for Industry
- 4.4.2 Development Trend for Trading Environment for Industry

4.5 Circulation Environment for Industry

- 4.5.1 Impact of Circulation's Development on Industry
- 4.5.2 Development Status of Circulation Environment for Industry
- 4.5.3 Development Trend for Circulation Environment for Industry

4.6 Social Environment for Industry

- 4.6.1 Coordination between Industry Development and Social Economy
- 4.6.2 Unbalanced Regional Problems in the Industry Development
- 4.6.3 Environmental Protection Problems Confronted by Industry Development

Chapter 5: Analysis of Competition for Furniture Industry

5.1 Overall Market Competition for Industry

- 5.1.1 Overall Competitive Landscape of Industry
 - (1) Great Changes for Industrial Pattern
 - (2) Combination of Three Forces
 - (3) Reorganization Conducted in the Industry
 - (4) Representative Company Comes into Being
- 5.1.2 Reform of Market Circulation for Industry
 - (1) Layout of Major Circulation Models
 - (2) Exploration on New Commercial Models

5.2 Competition Situation of International Market for Industry

- 5.2.1 Development Situation of International Furniture Manufacturing Market

- (1) Competition for International Furniture Manufacturing Market
 - 1) Competition for Europe Furniture Manufacturing Market
 - 2) Competition for North America Furniture Manufacturing Market
 - 3) Competition for South America Furniture Manufacturing Market
 - 4) Competition for Asia Furniture Manufacturing Market
- (2) Development Trend for International Furniture Manufacturing Market
- (3) Investment Layout of Multinationals in China's Market
 - 1) Investment Layout of Europe Furniture Corporations in China
 - 2) Investment Layout of US Furniture Corporations in China
 - 3) Investment Layout of Japan Furniture Corporations in China
- (4) Competitive Strategy for Multinationals in China
 - 1) Manufacturing, Sales and Service Close to Market
 - 2) Tightly Control Core Technology
 - 3) Market Adaptability and Globalization of Technology Development

5.3 Competition for Industry's Domestic Market

- 5.3.1 Competitive Landscape of Domestic Furniture Industry
- 5.3.2 Concentration of Domestic Furniture Industry
 - (1) Sales Concentration for Industry
 - (2) Asset Concentration for Industry
 - (3) Profit Concentration for Industry
- 5.3.3 Market Scale of Domestic Furniture Industry
- 5.3.4 Bargaining Power of Furniture Industry
 - (1) Bargaining Power of Supplier
 - (2) Bargaining Power of Customer
- 5.3.5 Potential Threats in Furniture Industry
 - (1) Threat of Substitutes
 - (2) Threat of New Entrants

5.4 Investment and M&A for Industry

- 5.4.1 Overview of Investment and M&A
- 5.4.2 Investment and M&A for Global Furniture Manufacturers
- 5.4.3 Investment and M&A for Domestic Furniture Manufacturers
- 5.4.4 Judgment of Investment and M&A for Furniture Industry

5.5 Features of Corporations in Different Economic Type in the Industry

- 5.5.1 Features of Corporations in Different Economic Type
- 5.5.2 Concentration for Economic Types in the Industry

Chapter 6: Analysis of Major Product Markets in Furniture Industry

6.1 Features of Major Product Structure in the Industry

6.2 Major Product Markets in the Industry

- 6.2.1 Analysis of Wood Furniture Market
 - (1) Production Distribution of Wood Furniture
 - (2) Major Wood Furniture Manufacturers
- 6.2.2 Analysis of Metal Furniture Market
- 6.2.3 Analysis of Soft Furniture Market
 - (1) Output of Soft Furniture in.....2011
 - (2) Global Competition for Soft Furniture
- 6.2.4 Analysis of Traditional Furniture Market
 - (1) Development of Traditional Furniture
 - (2) Production and Manufacturing of Traditional Furniture
- 6.2.5 Analysis of Office Furniture Market
 - (1) Driving Factors of Office Furniture
 - (2) Market Demand for Office Furniture
- 6.2.6 Analysis of Outdoor Furniture Market
- 6.2.7 Analysis of Lounge Furniture Market
- 6.2.8 Analysis of Children's Furniture Market
 - (1) Huge Market Potentials
 - (2) Major Purchasing Group for 80-generation Parents in China
 - (3) Market Need Dividing

6.3 Major Sales Channels and Strategies for Products in the Industry

- 6.3.1 Major Sales Channels and Marketing Strategies for Products in the Industry

- (1) Exhibition
- (2) Agent and Distribution
- (3) Third-party Store
- (4) Isolation between Production and Marketing
- (5) Self-built Terminal
- (6) Network Marketing
- (7) Warehouse-based Sales
- (8) Home Decoration Company
- 6.3.2 Major Problems in Product Sales Channel
 - (1) Not Enough Competition for Furniture in China
 - (2) Superficial Competition for China's Furniture
 - (3) Simple Sales Channel
- 6.3.3 Development Trend and Strategy for Product Sales Channel in the Industry
- 6.4 Product Design and Development Trend for Furniture Industry**
 - 6.4.1 Design and Development Trend for Wood Furniture
 - (1) Super Solid Wood Floor Is More Welcomed
 - (2) Retro Ketchup Shows Colorful
 - (3) Wood Decoration Returns to Nature-style
 - (4) Develop towards Classical Chinese Style
 - 6.4.2 Design and Development Trend for Metal Furniture
 - 6.4.3 Design and Development Trend for Soft Furniture
 - (1) Just-in-time Production Strategy
 - (2) Adopt Scanning Technology in Refined Processing
 - (3) CNC Laser Cutting System
 - (4) Computer Assists in Designing Soft Furniture
 - 6.4.4 Design and Development Trend for Traditional Furniture
 - 6.4.5 Design and Development Trend for Office Furniture
 - (1) Ergonomic Office Chair
 - (2) IT Integrated Workstation
 - (3) Smart Emotional Space
 - (4) Noise and Prevention
 - 6.4.6 Design and Development Trend for Outdoor Furniture
 - (1) Keep Researching, Developing and Designing
 - (2) Production Mechanization Will Keep Improving
 - 6.4.7 Design and Development Trend for Lounge Furniture
 - 6.4.8 Design and Development Trend for Children's Furniture
 - (1) Most Important Criteria - Safety
 - (2) Theme - Environmental Protection
 - (3) Style - Simple

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

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！